

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978
NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	33.1	24,660	1	RESCUE-GILLIGAN'S ISLAND(S)	26.2	53,560
2	WORLD SERIES GAME #3(S)	33.0	24,590	2	MORK & MINDY	23.8	48,620
3	WORLD SERIES GAME #5(S)	32.6	24,290	3	WORLD SERIES GAME #5(S)	22.4	45,870
4	WORLD SERIES GAME #2(S)	32.2	23,990	4	WORLD SERIES GAME #3(S)	21.4	43,810
5	RESCUE-GILLIGAN'S ISLAND(S)	30.4	22,650	5	WORLD SERIES GAME #1(S)	21.3	43,510
6	WORLD SERIES GAME #4(S)	30.1	22,420	6	WORLD SERIES GAME #2(S)	20.9	42,720
7	B.HOPE-SALUTE-WRLD SERIES(S)	29.2	21,750	7	B.HOPE-SALUTE-WRLD SERIES(S)	20.8	42,580
8	MORK & MINDY	28.1	20,930	8	LAVERNE AND SHIRLEY#	19.6	40,150
9	WEDNESDAY MOVIE OF-WEEK#	26.1	19,440	9	BATTLESTAR: GALACTICA	19.6	40,070
10	THREE'S COMPANY#	25.9	19,300	10	WORLD SERIES GAME #4(S)	19.2	39,220
11	LAVERNE AND SHIRLEY#	25.6	19,070	11	LITTLE HOUSE-PRAIRIE	19.0	38,860
12	COUNTRY MUSIC AWARDS(S)	25.3	18,850	12	WEDNESDAY MOVIE OF-WEEK#	18.5	37,870
13	AMER. LEAGUE CHAMP GM 4(S)	25.0	18,630	13	THREE'S COMPANY#	18.5	37,760
13	BARNEY MILLER	25.0	18,630	14	WHAT'S HAPPENING#	18.4	37,730
15	HAPPY DAYS#	24.9	18,550	15	HAPPY DAYS#	18.0	36,750
16	M*A*S*H	24.1	17,950	16	M*A*S*H	17.8	36,410
17	WHAT'S HAPPENING#	24.0	17,880	17	COUNTRY MUSIC AWARDS(S)	17.6	36,010
18	LITTLE HOUSE-PRAIRIE	23.9	17,810	18	CHIPS	17.4	35,510
19	BATTLESTAR: GALACTICA	22.8	16,990	19	BARNEY MILLER	17.2	35,250
20	CENTENNIAL#	22.6	16,840	20	ABC SUNDAY NIGHT MOVIE	16.2	33,100
21	NBC MONDAY NIGHT MOVIES	22.5	16,760	21	INCREDIBLE HULK	15.9	32,570
22	AMER. LEAGUE CHAMP GM 1(S)	22.2	16,540	22	EIGHT IS ENOUGH#	15.9	32,470
23	NAT'L LEAGUE CHAMP GM 4(S)	21.8	16,240	23	CENTENNIAL#	15.3	31,300
24	CHIPS	21.6	16,090				

CONT'D

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
24	NFL MONDAY NIGHT FOOTBALL	21.6	16,090				
26	SOAP	21.5	16,020				

RANK

PROGRAM

% U.S.

NO. (000)

RANK (1ST)

PROGRAM

% U.S.

NO. (000)

NIELSEN AVERAGE AUDIENCE

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978
NIELSEN AVERAGE AUDIENCE

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	B.HOPE-SALUTE-WRLD SERIES(S)	22.8	17,790
2	RESCUE-GILLIGAN'S ISLAND(S)	22.4	17,470
3	COUNTRY MUSIC AWARDS(S)	21.6	16,820
4	LITTLE HOUSE-PRAIRIE	21.1	16,430
5	THREE'S COMPANY#	20.9	16,290
6	MORK & MINDY	20.8	16,210
7	BIG EVENT-TUE.#	20.6	16,080
7	NBC MONDAY NIGHT MOVIES	20.6	16,080
9	WORLD SERIES GAME #1(S)	20.5	15,970
10	WORLD SERIES GAME #3(S)	20.3	15,880
11	WEDNESDAY MOVIE OF-WEEK#	20.3	15,870
12	WORLD SERIES GAME #5(S)	20.2	15,760
13	WORLD SERIES GAME #2(S)	20.1	15,680
14	LAVERNE AND SHIRLEY#	20.0	15,630
15	CENTENNIAL#	19.3	15,070
16	BARNEY MILLER	19.3	15,060
17	M*A*S*H	19.2	14,950
18	HAPPY DAYS#	19.0	14,850
19	WORLD SERIES GAME #4(S)	18.7	14,600
20	EIGHT IS ENOUGH#	17.7	13,850
21	BATTLESTAR: GALACTICA	17.4	13,610
22	SOAP	17.4	13,560
23	DICK CLARK'S LIVE WEDNSDY#	17.4	13,550

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #5(S)	31.4	22,050
2	WORLD SERIES GAME #3(S)	31.4	22,030
3	WORLD SERIES GAME #2(S)	30.3	21,260
4	WORLD SERIES GAME #1(S)	29.7	20,830
5	WORLD SERIES GAME #4(S)	26.6	18,670
6	RESCUE-GILLIGAN'S ISLAND(S)	25.4	17,790
7	B.HOPE-SALUTE-WRLD SERIES(S)	24.5	17,200
8	AMER. LEAGUE CHAMP GM 4(S)	20.4	14,310
9	NFL MONDAY NIGHT FOOTBALL	20.2	14,190
10	NAT'L LEAGUE CHAMP GM 4(S)	19.7	13,790
11	COUNTRY MUSIC AWARDS(S)	19.2	13,470
12	WEDNESDAY MOVIE OF-WEEK#	18.6	13,010
13	MORK & MINDY	18.1	12,720
14	AMER. LEAGUE CHAMP GM 1(S)	18.1	12,660
14	BARNEY MILLER	18.1	12,660
16	M*A*S*H	17.9	12,560
17	NAT'L LEAGUE CHAMP GM 3(S)	17.9	12,520
18	CENTENNIAL#	17.3	12,160
19	BATTLESTAR: GALACTICA	17.2	12,080
20	NAT'L LEAGUE CHAMP GM 1(S)	17.1	11,960
21	WORLD SERIES PRE #3(S)	16.9	11,820
22	ABC SUNDAY NIGHT MOVIE	16.5	11,550
23	WHAT'S HAPPENING#	16.1	11,310
24	NAT'L LEAGUE CHAMP GM 4(S)	16.1	11,300

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
10	EIGHT IS ENOUGH#	18.5	13,560
11	NBC MONDAY NIGHT MOVIES	18.2	13,440
12	B.HOPE-SALUTE-WRLD SERIES(S)	18.2	13,440
13	LAVERNE AND SHIRLEY#	18.0	13,410
14	WEDNESDAY MOVIE OF-WEEK#	18.0	13,410
15	SOAP	18.0	13,410
16	M*A*S*H	17.9	13,380
17	LAVERNE AND SHIRLEY#	17.9	13,380
18	COUNTRY MUSIC AWARDS(S)	17.9	13,380
19	NBC SUNDAY NIGHT MOVIE	17.9	13,380
20	BARNEY MILLER	17.9	13,380
21	BATTLESTAR: GALACTICA	17.9	13,380
22	LAVERNE AND SHIRLEY#	17.9	13,380
23	RESCUE-GILLIGAN'S ISLAND(S)	17.9	13,380
24	LAVERNE AND SHIRLEY#	17.9	13,380
25	WORLD SERIES GAME #1(S)	17.9	13,380
26	WORLD SERIES GAME #2(S)	17.9	13,380
27	WORLD SERIES GAME #3(S)	17.9	13,380
28	WORLD SERIES GAME #4(S)	17.9	13,380
29	WORLD SERIES GAME #5(S)	17.9	13,380
30	WORLD SERIES GAME #6(S)	17.9	13,380
31	WORLD SERIES GAME #7(S)	17.9	13,380

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	CHIPS	16.1	11,280
26	60 MINUTES	16.1	11,280
27	CBS NFL FOOTBALL GAME 1	15.9	11,140
28	WORLD SERIES PRE #1(S)	15.8	11,080
29	BARNABY JONES#	15.7	11,020
30	SOAP	15.3	10,760
31	WONDERFUL WORLD OF DISNEY	15.3	10,750
32	WORLD SERIES GAME #1(S)	15.3	10,750
33	WORLD SERIES GAME #2(S)	15.3	10,750
34	WORLD SERIES GAME #3(S)	15.3	10,750
35	WORLD SERIES GAME #4(S)	15.3	10,750
36	WORLD SERIES GAME #5(S)	15.3	10,750
37	WORLD SERIES GAME #6(S)	15.3	10,750
38	WORLD SERIES GAME #7(S)	15.3	10,750
39	WORLD SERIES GAME #8(S)	15.3	10,750
40	WORLD SERIES GAME #9(S)	15.3	10,750
41	WORLD SERIES GAME #10(S)	15.3	10,750
42	WORLD SERIES GAME #11(S)	15.3	10,750
43	WORLD SERIES GAME #12(S)	15.3	10,750
44	WORLD SERIES GAME #13(S)	15.3	10,750
45	WORLD SERIES GAME #14(S)	15.3	10,750
46	WORLD SERIES GAME #15(S)	15.3	10,750
47	WORLD SERIES GAME #16(S)	15.3	10,750
48	WORLD SERIES GAME #17(S)	15.3	10,750
49	WORLD SERIES GAME #18(S)	15.3	10,750
50	WORLD SERIES GAME #19(S)	15.3	10,750

AUGUST 18-19

AUGUST 20-21

NIELSEN AVERAGE AUDIENCE

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NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978
NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	27.0	13,060
2	MORK & MINDY	26.4	12,760
3	LAVERNE AND SHIRLEY#	25.8	12,500
4	RESCUE-GILLIGAN'S ISLAND(S)	24.5	11,850
5	HAPPY DAYS#	23.7	11,490
6	BATTLESTAR: GALACTICA	23.3	11,280
7	BARNEY MILLER	22.5	10,880
8	ABC SUNDAY NIGHT MOVIE	22.3	10,780
9	COUNTRY MUSIC AWARDS(S)	22.0	10,650
10	TAXI#	21.8	10,570
11	M*A*S*H	21.1	10,230
12	WHAT'S HAPPENING#	21.0	10,180
13	SOAP	20.8	10,080
14	WEDNESDAY MOVIE OF-WEEK#	20.4	9,890
15	FAMILY#	20.4	9,870
16	B.HOPE-SALUTE-WRLD SERIES(S)	19.9	9,640
17	NBC MONDAY NIGHT MOVIES	19.5	9,440
18	EIGHT IS ENOUGH#	19.2	9,280

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	31.2	7,350
2	WORLD SERIES GAME #3(S)	29.3	6,920
3	B.HOPE-SALUTE-WRLD SERIES(S)	28.7	6,780
4	WORLD SERIES GAME #1(S)	27.7	6,530
5	WORLD SERIES GAME #4(S)	26.8	6,330
6	GRANDPA GOES-WASHINGTON#	26.7	6,310
7	LITTLE HOUSE-PRAIRIE	25.7	6,070
8	BIG EVENT-TUE.#	25.3	5,970
9	WORLD SERIES GAME #5(S)	24.8	5,840
10	WALTONS#	22.3	5,260
11	WORLD SERIES PRE #1(S)	21.7	5,110
12	COUNTRY MUSIC AWARDS(S)	21.3	5,030
13	WORLD SERIES PRE #3(S)	21.3	5,020
14	NBC MONDAY NIGHT MOVIES	21.2	5,000
15	CENTENNIAL#	21.0	4,950
16	60 MINUTES	20.5	4,830
17	BARNABY JONES#	20.1	4,730
18	SALUTE-AMER. IMAGINATION(S)	20.0	4,710
19	ALICE	19.1	4,510
20	ALL IN THE FAMILY	19.0	4,490
21	WEDNESDAY MOVIE OF-WEEK#	18.5	4,360
22	MARY#	17.9	4,230
23	ROCKFORD FILES#	17.9	4,230
24	AMER. LEAGUE CHAMP GM 4(S)	17.5	4,130

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	27.0	13,060
2	MORK & MINDY	26.4	12,760
3	LAVERNE AND SHIRLEY#	25.8	12,500
4	RESCUE-GILLIGAN'S ISLAND(S)	24.5	11,850
5	HAPPY DAYS#	23.7	11,490
6	BATTLESTAR: GALACTICA	23.3	11,280
7	BARNEY MILLER	22.5	10,880
8	ABC SUNDAY NIGHT MOVIE	22.3	10,780
9	COUNTRY MUSIC AWARDS(S)	22.0	10,650
10	TAXI#	21.8	10,570
11	M*A*S*H	21.1	10,230
12	WHAT'S HAPPENING#	21.0	10,180
13	SOAP	20.8	10,080
14	WEDNESDAY MOVIE OF-WEEK#	20.4	9,890
15	FAMILY#	20.4	9,870
16	B.HOPE-SALUTE-WRLD SERIES(S)	19.9	9,640
17	NBC MONDAY NIGHT MOVIES	19.5	9,440
18	EIGHT IS ENOUGH#	19.2	9,280

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	31.2	7,350
2	WORLD SERIES GAME #3(S)	29.3	6,920
3	B.HOPE-SALUTE-WRLD SERIES(S)	28.7	6,780
4	WORLD SERIES GAME #1(S)	27.7	6,530
5	WORLD SERIES GAME #4(S)	26.8	6,330
6	GRANDPA GOES-WASHINGTON#	26.7	6,310
7	LITTLE HOUSE-PRAIRIE	25.7	6,070
8	BIG EVENT-TUE.#	25.3	5,970
9	WORLD SERIES GAME #5(S)	24.8	5,840
10	WALTONS#	22.3	5,260
11	WORLD SERIES PRE #1(S)	21.7	5,110
12	COUNTRY MUSIC AWARDS(S)	21.3	5,030
13	WORLD SERIES PRE #3(S)	21.3	5,020
14	NBC MONDAY NIGHT MOVIES	21.2	5,000
15	CENTENNIAL#	21.0	4,950
16	60 MINUTES	20.5	4,830
17	BARNABY JONES#	20.1	4,730
18	SALUTE-AMER. IMAGINATION(S)	20.0	4,710
19	ALICE	19.1	4,510
20	ALL IN THE FAMILY	19.0	4,490
21	WEDNESDAY MOVIE OF-WEEK#	18.5	4,360
22	MARY#	17.9	4,230
23	ROCKFORD FILES#	17.9	4,230
24	AMER. LEAGUE CHAMP GM 4(S)	17.5	4,130

CONT'D

25	CHIPS	17.1	4,040
26	HAWAII FIVE-O	17.0	4,010

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #5(S)	29.1	13,400
2	RESCUE-GILLIGAN'S ISLAND(S)	27.1	12,490
3	WORLD SERIES GAME #1(S)	26.4	12,150
4	WORLD SERIES GAME #2(S)	26.0	11,970
5	WORLD SERIES GAME #3(S)	25.7	11,830
6	WORLD SERIES GAME #4(S)	22.8	10,490
7	MORK & MINDY	21.4	9,870
8	BATTLESTAR: GALACTICA	21.3	9,800
9	B.HOPE-SALUTE-WRLD SERIES(S)	21.0	9,670
10	WHAT'S HAPPENING#	20.5	9,450
11	NFL MONDAY NIGHT FOOTBALL	20.4	9,400
12	BARNEY MILLER	20.3	9,360
13	ABC SUNDAY NIGHT MOVIE	20.1	9,260
14	COUNTRY MUSIC AWARDS(S)	20.1	9,240
15	WEDNESDAY MOVIE OF-WEEK#	20.0	9,220
16	M*A*S*H	18.8	8,650
17	SOAP	17.4	8,030
18	NAT'L LEAGUE CHAMP GM 4(S)	16.8	7,760
19	THREE'S COMPANY#	16.6	7,630
20	CBS NFL FOOTBALL GAME 1	16.5	7,610
21	CENTENNIAL#	15.7	7,240
22	CHIPS	15.3	7,030
23	WONDERFUL WORLD OF DISNEY	15.2	7,000
24	FANTASY ISLAND#	15.1	6,960

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #3(S)	42.4	7,850
2	WORLD SERIES GAME #2(S)	41.4	7,650
3	WORLD SERIES GAME #1(S)	39.0	7,220
4	WORLD SERIES GAME #5(S)	38.6	7,150
5	WORLD SERIES GAME #4(S)	36.5	6,750
6	AMER. LEAGUE CHAMP GM 4(S)	30.8	5,690
7	B.HOPE-SALUTE-WRLD SERIES(S)	30.0	5,550
8	WORLD SERIES PRE #3(S)	28.8	5,320
9	WORLD SERIES PRE #1(S)	27.5	5,080
10	NAT'L LEAGUE CHAMP GM 3(S)	27.3	5,050
11	NAT'L LEAGUE CHAMP GM 4(S)	25.6	4,740
12	AMER. LEAGUE CHAMP GM 1(S)	25.2	4,660
13	60 MINUTES	24.4	4,520
14	NAT'L LEAGUE CHAMP GM 1(S)	24.0	4,440
15	NAT'L LEAGUE CHAMP PRE 4(S)	23.5	4,350
16	CENTENNIAL#	21.2	3,920
17	LITTLE HOUSE-PRAIRIE	20.8	3,850
18	ALICE	20.5	3,800
19	AMER. LEAGUE CHAMP PRE 4(S)	19.9	3,680
19	WORLD SERIES PRE #2(S)	19.9	3,680
21	ALL IN THE FAMILY	19.6	3,630
21	RESCUE-GILLIGAN'S ISLAND(S)	19.6	3,630
23	NFL MONDAY NIGHT FOOTBALL	19.2	3,550
24	AMER. LEAGUE CHAMP GM 3(S)	17.9	3,310

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	AMER. LEAGUE PLAYOFF GAME(S)	17.7	3,280
26	COUNTRY MUSIC AWARDS(S)	17.7	3,270
27	KAZ	17.6	3,250
28	AMER. LEAGUE CHAMP GM 2(S)	17.4	3,220
29	MARY#	17.3	3,200
30	CHIPS	17.2	3,190
31	NAT'L LEAGUE CHAMP PRE 3(S)	17.0	3,140
32	BARNABY JONES#	16.6	3,080
33	HAWAII FIVE-O	15.7	2,910
33	WALTONS#	15.7	2,910
35	WEDNESDAY MOVIE OF-WEEK#	15.6	2,880
36	M*A*S*H	15.4	2,850
37	CBS NFL FOOTBALL GAME 1	15.3	2,830

2 SUN.	9.00P	115			A 20.0 29 1490	2258	727	365	833	497	711	495	47^ 90	745	393	607	504	50^ 79^	344	154	336	239	
9.00 - 9.30					A 20.3 30 1512	2193	701	346	810	494	696	491	37^ 77^	767	401	622	518	57^ 83	351	147	265	203	
9.30 - 10.00					A 21.8 34 1624	2075	698	371	810	509	710	507	33^ 54^	735	384	581	502	62^ 85	350	137	180	139	
10.00 - 10.30					A 21.0 36 1565	2037	686	337	784	460	668	481	49^ 69^	740	387	585	513	63^ 88	355	143	158	126	
10.30 - 11.00																							
ABC WORLD NEWS TONIGHT	10	187	196		A 9.3 20 693	1571	652	196	734	223	366	326	106 295	604	193	311	312	114 242	98	52^	135	73^	
1 MTU THF 6.30P	30	ABC N	96	99	B 9.3 20 693	1571	652	196	734	223	366	326	106 295	604	193	311	312	114 242	98	52	135	73	
1 WED. 6.51P	9																						
2 M-F 6.30P	30																						
ABC WRLD NEWS TONIGHT-SAT	1	114			A 2.2 4 164	1433^	488^	171v	488^	85v	244v	244v	60v244v	347v	116v	256v	256v	LT 91v	LT	LT	598^	470^	
2 SAT. 6.30P	30	ABC N	67		B 2.2 4 164	1433	488	171	488	85	244	244	60 244	347	116	256	256	LT 91	LT	LT	598	470	
ABC WORLD NEWS-WED(B)	114				A 5.9 13 440	1716	521^	143^	798	443^	571	305^	69v160^	512^	151^	249^	213^	146^	263^	127v	95v	279^	61v
1 WED. 6.30P	21	ABC N	75																				
LICE	4	198	193		A 20.5 30 1527	1848	797	343	855	270	456	459	114 295	615	192	320	307	111 247	160	95	218	144	
1 SUN. 9.34P	30	CBS CS	99	99	B 21.1 31 1572	1877	834	342	893	280	482	475	130 319	644	195	342	329	110 240	153	87	187	131	
2 SUN. 8.40P	30																						
L IN THE FAMILY	4	198	193		A 19.1 28 1423	1843	782	306	857	267	431	428	138 315	621	175	280	326	109 254	131	69^	234	121	
1 SUN. 9.04P	30	CBS CS	99	99	B 20.5 31 1527	1918	834	325	915	290	480	451	148 345	658	194	328	338	111 253	142	73	203	126	
2 SUN. 8.10P	30																						
AMERICAN GIRLS	4	183	187		A 11.6 20 864	1861	740	282	866	333	473	422	149 319	535	207	339	281	73^161	193	138^	267	195	
SAT. 9.00P	60	CBS GD	99	99	B 11.4 20 849	1841	753	312	830	295	457	416	140 303	575	225	350	309	92 179	179	120	257	200	
9.00 - 9.30					A 11.7 20 872	1888	757	287	885	332	470	423	157 340	542	223	349	281	70^159	205	152	256	185	
9.30 - 10.00					A 11.5 19 857	1825	719	275	841	332	474	419	141^298	528	194	331	281	73^163	181	125^	275	204	
R. LEAGUE CHAMP PRE 1(S)	201				A 16.1 30 1199	1630	612	158^	641	261	383	336	91^186^	678	235	426	408	81^200^	145^	46v	166^	91^	
TUE. 8.00P	15	ABC SC	99																				

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														1ST OCT. 1978 REPORT		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M-							
EVENING CONT'D																																		
AMER. LEAGUE CHAMP GM 1(S)						201									A 22.2 35 1654	1521	500	153	517	152	286	281	79^181	767	232	414	406	129^283	122^28v	115^82^				
1 TUE. 8.15P 200 ABC SE						99									A 21.2 34 1579	1509	490	146^	504	192	272	266	93^167	701	213	378	387	117^261	151^44^	153^67^				
8.30 - 9.00															A 23.2 35 1728	1447	476	144	488	119^	261	272	78^181	746	199	395	408	117^288	117^32v	96^69^				
9.00 - 9.30															A 22.8 33 1699	1471	490	153	503	125^	272	282	68^181	768	199	386	399	134^303	121^36v	79^64^				
9.30 - 10.00															A 22.6 33 1684	1511	481	154	494	123^	271	263	75^181	803	230	417	414	143^299	109^17v	105^93^				
10.00 - 10.30															A 23.5 35 1751	1562	484	162	511	133^	271	253	81^195	831	253	442	436	139^299	117^8v	103^81^				
10.30 - 11.00															A 22.5 42 1676	1582	539	162	563	187	350	329	73^174	769	285	455	397	129^261	110^21v	140^102^				
11.00 - 11.30															A 16.9 34 1259	1800	618	216	648	148^	347	362	105^245	772	243	393	448	102^291	110^31v	270	230			
AMER. LEAGUE CHAMP PRE 4(S)						202									A 25.0 43 1863	1668	599	190	622	163	353	352	92^222	769	205	357	422	145	305	124^41^	153	136		
1 SAT. 8.00P 15 ABC SC						99									A 21.0 38 1565	1861	639	194	673	156^	349	370	106^268	817	229	371	434	140^342	105^40^	266	227			
8.30 - 9.00															A 24.4 42 1818	1718	636	160	675	185	369	359	90^253	776	192	350	426	139	316	135	49^	132^132^		
9.00 - 9.30															A 26.2 44 1952	1616	614	169	627	176	367	369	80^205	771	190	347	422	147	312	122^41^	96^92^			
9.30 - 10.00															A 28.6 48 2131	1615	578	198	583	160	341	334	92^199	767	195	357	435	153	297	125	36^	140	119	
10.00 - 10.30															A 28.7 48 2138	1581	551	197	561	143	327	325	87^198	746	198	349	411	154	291	140	42^	134	109^	
10.30 - 11.00															A 29.2 42 2175	1958	745	278	818	217	444	398	162	311	791	237	445	437	129	254	167	42^	182	123
B.HOPE-SALUTE-WRLD SERIES(S)						200									A 27.4 40 2041	2013	724	294	807	199	430	373	171	322	781	235	427	418	123	258	178	33^	247	169
2 SUN. 8.30P 120 NBC GV						97									A 29.9 42 2228	1996	742	275	819	222	444	377	164	318	786	235	437	435	128	258	170	48^	221	147
8.30 - 9.00																																		
9.00 - 9.30																																		
9.30 - 10.00																																		
10.00 - 10.30																																		
10.30 - 11.00																																		
BARNABY JONES						3									A 20.8 37 1550	1742	713	277	817	250	377	378	167	304	711	284	446	364	99^199	133^21v	81^34v			
2 THU. 10.00P 60 CBS PD						99									B 20.7 37 1542	1687	708	262	772	202	376	410	162	276	730	253	425	385	138	236	106	38	79	55
10.00 - 10.30															A 19.9 34 1483	1743	708	262	816	235	369	382	165	312	692	265	425	348	98^201	131^18v	104^54^			
10.30 - 11.00															A 21.8 40 1624	1725	713	286	812	258	377	374	164	297	723	298	461	376	98^195	132^25v	58^17v			
BARNEY MILLER						5	193	194							A 25.0 42 1863	1892	750	308	808	401	584	460	73	159	680	356	502	414	70	120	263	154	141	111
1 THU. 10.00P 30 ABC CS						98	99								B 24.6 40 1833	1874	728	310	794	374	566	456	84	170	657	326	468	379	82	140	232	134	191	138
2 THU. 9.00P 30																																		
BATTLESTAR: GALACTICA						4	204	202							A 22.8 35 1699	2358	715	289	800	493	663	462	59^104	710	391	577	479	59^90	276	125	572	405		
SUN. 8.00P 60 ABC SF						99	99								B 23.8 37 1773	2341	699	290	784	475	646	468	54	101	721	405	604	492	49	79	293	127	543	386
8.00 - 8.30															A 21.6 34 1609	2364	712	292	809	490	665	466	62^109	716	378	572	480	64^99	265	123	574	404		
8.30 - 9.00															A 23.9 36 1781	2359	720	287	793	495	663	460	57^100	705	406	583	479	56^82	288	128	573	408		
BIG EVENT-TUE.						4	204								A 21.3 32 1587	1596	898	322	1014	308	535	512	149^377	311	99^	174	178	65^116^	139^99^	132^102^				
1 TUE. 9.00P 120 NBC FV						99									B 17.9 28 1334	1564	825	290	885	267	494	487	124	307	480	136	272	278	89	160	109	57	90	68
9.00 - 9.30															A 21.3 31 1587	1662	840	270	974	269	474	460	151^397	308	87^	152^146^	76^133^	163	115^	217	149^			
9.30 - 10.00															A 21.5 31 1602	1538	898	319	1006	300	523	515	154	376	297	95^	171	157	68^117^	125^93^	110^96^			
10.00 - 10.30															A 21.5 32 1602	1599	930	352	1039	326	572	547	142^363	322	98^	186	200	57^112^	138^100^	100^83^				
10.30 - 11.00															A 20.8 32 1550	1590	921	338	1038	338	569	530	146^372	315	115^	193	205	60^100^	134^93^	103^79^				
CBS EVENING NEWS-CRONKITE						10	195	197							A 12.6 27 939	1557	707	231	766	166	307	329	149	375	568	148	240	257	146	280	94	52^	129	60^
M-F 6.30P 30 CBS N						99	99								B 12.6 27 939	1557	707	231	766	166	307	329	149	375	568	148	240	257	146	280	94	52	129	60
CBS SAT. NEWS-SCHIEFFER						2	147	142							A 6.0 12 447	1617	684	239^	702	159^	246^265^	139^409	571	163^	216^259^	86^280	49^44v	295	179^					
SAT. 6.30P 30 CBS N						89	89								B 6.0 12 447	1617	684	239	702	159	246	265	139	409	571	163	216	259	86	280	49	44	295	179
CBS TUESDAY NIGHT MOVIES						4	177	175							A 18.1 28 1348	1789	741	318	857	413	622	512	84^170	506	224	336	297	65^120	285	160	141	112		
CONT'D																																		

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK #	DAY						START TIME	DUR	NET	PROG. TYPE	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
											TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR				NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																										
DONNY AND MARIE													920	443	602	452	114^246	429	221	282	212^	47^128^	191^113^	580	402	
2 FRI. 8.00P 60 ABC GV 3 193													854	326	492	418	104 290	544	226	322	267	83 180	181 117	540	343	
8.00 - 8.30													940	447	601	438	123^268	411	216	268	210^	47^123^	212^130^	598	397	
8.30 - 9.00													899	439	601	467	101^221^	444	226	294	213^	46^129^	169^ 94^	561	406	
EDDIE CAPRA MYSTERIES 3 202													802	299	480	415	108^249	526	164^	308	292	83^166^	164^100^	136^ 133^		
1 FRI. 10.00P 60 NBC SM 99													803	219	426	434	145 294	564	144	305	304	121 201	118 58	111 98		
10.00 - 10.30													796	270	463	409	110^260	517	144^	294	286	82^168^	163^101^	140^ 134^		
10.30 - 11.00													804	326	493	423	104^234	527	180^	317	293	83^161^	164^ 98^	133^ 133^		
EIGHT IS ENOUGH 5 194													874	385	585	485	90^231	466	227	319	228	71^124^	209 125^	497 331		
2 WED. 8.00P 60 ABC CS 99													905	402	589	469	104 247	519	231	311	242	91 166	274 171	406 288		
8.00 - 8.30													912	396	593	510	94^250	486	240	328	233	88^139^	199 120^	543 348		
8.30 - 9.00													843	374	579	465	87^219	453	219	314	218	63^118^	217 131^	457 315		
FAMILY 3 197													904	445	711	529	67^183	459	245	347	255	32^ 86^	199 143^	40^ 28^		
2 THU. 10.00P 60 ABC GD 99													927	487	715	539	68 174	486	276	372	287	41 80	192 130	102 83		
10.00 - 10.30													899	444	709	523	67^174^	472	242	346	264	39^ 91^	212 155^	43^ 29^		
10.30 - 11.00													903	445	712	529	68^191	442	246	344	242	27^ 82^	185 130^	35^ 25^		
FANTASY ISLAND 4 197													784	313	565	505	86^174	606	298	463	406	39^101^	194 115^	292 200		
2 SAT. 10.00P 60 ABC A 99													783	315	526	473	91 188	599	248	401	351	71 153	191 106	247 196		
10.00 - 10.30													782	312	574	524	81^164^	608	290	459	411	41^105^	193 112^	301 201		
10.30 - 11.00													781	310	550	484	89^184	599	303	465	400	37^ 93^	197 120^	284 199		
FLYING HIGH 3 178 176													837	373	585	534	91^178	645	314	488	391	89^125	171 78^	331 224		
FRI. 10.00P 60 CBS CS 95 95													768	368	548	493	89 155	611	302	457	371	80 118	243 116	311 224		
10.00 - 10.30													840	373	593	546	85^168	645	315	491	387	89^125	181 79^	358 244		
10.30 - 11.00													832	375	578	522	97^184	642	310	481	394	89^126	164 76^	302 203		
GOOD TIMES 5 183 185													921	307	534	503	130 313	428	140	239	202	66^164	230 158	256 185		
SAT. 8.30P 30 CBS CS 99 98													901	277	472	437	143 367	454	146	248	224	77 179	163 99	306 231		
GRANDPA GOES-WASHINGTON 3 202													894	234	378	342	146^443	414	109^	190	206	95^169^	150^ 85^	302 227		
1 TUE. 8.00P 60 NBC GD 98													889	203	357	357	159 448	591	158	261	252	138 258	107 60	226 170		
8.00 - 8.30													847	208	342	315	144^445	402	105^	177^201		92^173^	137^ 71^	289 234		
8.30 - 9.00													926	254	409	361	148^438	421	112^	199	207	96^165	159^ 95^	310 217		
HAPPY DAYS 4 200													800	464	620	495	69^144	426	210	323	246	55^ 71^	288 141	467 326		
2 TUE. 8.00P 30 ABC CS 99													839	437	632	501	68 148	574	302	427	356	61 95	336 171	519 367		
HAPPY DAYS (B) 199													753	393	556	437	55^129	531	249	348	279	57^114^	337 191	563 399		
1 THU. 8.00P 30 ABC CS 99																										
HARDY BOYS MYSTERIES 3 189 189													852	425	583	414	77^218	523	200	365	306	70^128	252 154	507 343		
SUN. 7.00P 60 ABC SM 99 98													829	412	576	422	80 209	530	225	386	321	56 117	298 182	526 347		
7.00 - 7.30													841	396	553	399	69^238	493	178	336	284	68^125	232 145	521 356		
7.30 - 8.00													859	448	608	426	80^199	546	219	388	320	71^128	265 161	495 331		
HAWAII FIVE-O 3 190 189													818	196	389	396	128 341	615	165	309	320	115 247	109 40^	107 80^		
1 THU. 10.00P 60 CBS OP 99 97													811	197	382	385	137 345	656	188	324	301	128 271	97 51	119 87		
2 THU. 9.00P 60																										
9.00 - 9.30													795	187^	363	344	144^368	598	205^	356	318	104^217^	190^ 47^	211^ 143^		
9.30 - 10.00													806	202^	380	359	121^348	617	195^	373	315	111^229^	136^ 39^	120^ 80^		
10.00 - 10.30													817	190^	390	430	131^331	615	127^	248	308	132^275	66^ 33^	55^ 49^		
10.30 - 11.00													845	206	416	433	118^324	624	144^	278	331	113^258	66^ 40^	62^ 62^		

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.								
EVENING CONT'D																																			
IN THE BEGINNING																		1746	791	308	873	325	585	487	131	239	442	150	234	225	67^161	168	79^	263	160
WED. 8.30P 30 CBS CS 4 187 184																		1759	748	276	825	269	507	436	134	271	520	153	255	264	100 200	166	67	248	135
INCREDIBLE HULK																		2254	721	263	789	354	552	496	90 167	590	284	448	341	79^121	226	75^	649	466	
FRI. 9.00P 60 CBS SF 4 193 189																		2155	735	284	791	349	548	494	92 174	604	280	440	347	88 134	235	95	525	374	
9.00 - 9.30																		2245	711	252	782	351	555	491	88^160	584	290	445	332	76^119	224	72^	655	471	
9.30 - 10.00																		2254	725	269	793	356	552	502	90 169	593	280	451	350	79^119	226	75^	642	462	
JEFFERSONS																		1817	776	262	864	321	537	435	136 279	438	151	222	187	78^184	214	70^	301	165	
WED. 8.00P 30 CBS CS 4 187 181																		1848	780	276	852	281	507	432	128 294	536	166	266	231	105 222	178	63	282	155	
KAZ																		1609	794	300	835	280	488	476	103 254	613	177	333	304	109 241	100 58^	61^ 33^			
1 SUN. 10.04P 60 CBS GD 5 196 196																		1664	791	300	844	260	490	477	132 275	652	196	366	349	112 233	115 65	53 39			
2 SUN. 10.10P 60																																			
10.00 - 10.30																		1650	828	306	868	299	515	500	99 257	607	175	332	310	109 236	96 53^	79^ 36^			
10.30 - 11.00																		1582	788	301	831	275	479	475	103 255	603	166	318	290	112 247	95 59^	53^ 31^			
LAVERNE AND SHIRLEY																		2105	763	299	821	476	657	537	74^118^	482	246	364	267	64^ 87^	327	169	475	338	
2 TUE. 8.30P 30 ABC CS 4 206 99																		2152	723	313	813	424	607	480	78 155	544	269	394	325	60 107	309 173	486	324		
LIFELINE																		1803	814	292	876	292	543	499	126 254	734	280	471	447	110 184	125 67^	68^ 36^			
1 SUN. 10.00P 60 NBC GD 2 198 200																		1803	814	292	876	292	543	499	126 254	734	280	471	447	110 184	125 67	68 36			
2 SUN. 10.30P 60																																			
10.00 - 10.30																		1861	842	286	921	285	523	501	132^299	701	292	448	408	108^176^	146^ 73^	93^ 59^			
10.30 - 11.00																		1768	800	292	861	272	525	491	128 253	719	243	445	435	117 193	123 57^	65^ 35^			
11.00 - 11.30																		1791	812	294	861	331	587	512	120^215	777	327	533	503	95^167^	98^ 74^	55^ 16^			
LITTLE HOUSE-PRAIRIE																		2182	794	278	923	321	497	477	105 341	570	166	297	288	87 216	247 136	442 294			
MON. 8.00P 60 NBC GD 5 218 217																		2070	800	264	921	319	501	472	117 337	524	159	282	279	89 187	218 127	407 279			
8.00 - 8.30																		2203	819	267	943	329	507	485	103 354	566	163	297	284	84 218	243 130	451 301			
8.30 - 9.00																		2161	774	285	905	313	488	471	106 328	566	166	296	289	89 212	254 141	436 285			
LOU GRANT																		1560	775	267	816	328	537	443	72^198^	583	201^	330	346	92^162^	113^ 69^	48^ 42^			
1 MON. 10.00P 60 CBS GD 2 189 99																		1683	821	301	887	389	586	458	103 222	587	232	351	350	93 165	154 81	55 37			
10.00 - 10.30																		1570	787	274	824	340	552	449	69^196^	581	185^	317	327	89^174^	109^ 70^	56^ 43^			
10.30 - 11.00																		1552	766	259	808	313	521	437	73^200^	590	219	344	365	96^154^	116^ 69^	38^ 38^			
LOVE BOAT																		1764	801	260	889	286	520	515	156^309	510	136^	318	303	69^161^	124^ 78^	241 151^			
2 SAT. 9.00P 60 ABC CS 4 199 99																		1954	758	272	827	315	504	469	122 249	564	207	342	324	90 178	190 106	373 259			
9.00 - 9.30																		1767	802	249	891	276	509	512	154^320	500	125^	311	297	67^163^	108^ 62^	268 174^			
9.30 - 10.00																		1745	799	269	883	295	529	516	156^295	513	143^	321	311	66^155^	135^ 91^	214 127^			
MARY																		1850	747	364	881	296	417	400	151^366	590	178^	257	246	91^277	146^ 89^	233 136^			
1 SUN. 8.04P 60 CBS CV 3 193 99																		1831	788	324	889	263	434	412	145 373	635	183	292	282	110 277	130 76	177 95			
8.00 - 8.30																		1827	722	376	867	286	389	372	159^380	604	184^	263	245	95^277	146^ 96^	210^ 133^			
8.30 - 9.00																		1864	756	366	883	300	430	417	149^354	567	165^	243	237	84^274	159^ 92^	255 147^			
M*A*S*H																		2028	750	316	833	355	570	471	101 196	699	346	480	410	93 160	194 100	302 206			
1 MON. 9.00P 30 CBS CS 4 195 193																		1952	777	329	859	369	570	464	114 221	639	303	426	363	90 161	209 102	245 171			
2 MON. 8.30P 60																																			
8.30 - 9.00																		2158	721	314	811	349	559	486	110^179	730	380	525	418	93^156	225 98^	392 271			
9.00 - 9.30																		1972	761	315	840	357	572	463	97 201	686	333	463	407	92 159	182 101	264 179			
MORK & MINDY																		2323	717	310	773	430	609	484	44^ 99	606	325	472	377	51^ 83	375 205	569 418			
CONT'D																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																	
MORK & MINDY-CONT'D																																	
1	THU.	8.30P	30	ABC	CS	99	99	B	26.4	45	1967	2193	673 295	736 396	581 462	55 103				581 311	456 366	46 81			339 183	537	388						
2	THU.	8.00P	30																														
NAT'L LEAGUE CHAMP PRE 1(S)													197																				
1	WED.	8.00P	15	ABC	SC	99		A	13.8	25	1028	1800	498 137^	578 185^	282 257	72^211^				770 214^	383 419	108^270			200^ 87^	252	156^						
NAT'L LEAGUE CHAMP GM 1(S)													198																				
1	WED.	8.15P	180	ABC	SE	99		A	19.9	32	1483	1691	519 151^	571 150^	308 273	71^197				807 212	388 443	138^299			163^ 48^	150^	125^						
		8.30 - 9.00						A	18.8	32	1401	1804	500 146^	582 148^	303 269	61^200				778 204	368 393	136^307			183 55^	261	205						
		9.00 - 9.30						A	20.9	33	1557	1762	560 155^	602 155^	322 292	79^213				824 215	384 435	132^322			174 59^	162	137^						
		9.30 - 10.00						A	21.8	34	1624	1716	539 154	582 175	338 297	67^178				800 223	376 436	130^295			151 55^	183	159						
		10.00 - 10.30						A	21.4	33	1594	1573	472 154	511 121^	285 258	62^170				833 195	398 490	155 302			145^ 35^	84^	69^						
		10.30 - 11.00						A	20.1	32	1497	1591	516 147^	560 140^	289 258	71^208				808 200	395 469	153^294			166 34^	57^	57^						
T'L LEAGUE CHAMP PRE 3(S)													201																				
1	FRI.	8.00P	12	ABC	SC	99		A	13.8	28	1028	1741	544 141^	635 190^	304 294	115^261				801 171^	338 465	114^306			121^ 46^	184^	102^						
T'L LEAGUE CHAMP GM 3(S)													201																				
1	FRI.	8.12P	160	ABC	SE	99		A	20.2	36	1505	1629	556 151^	614 179	305 319	114^228				833 210	365 448	150^336			77^ 28^	105^	78^						
		8.30 - 9.00						A	18.1	33	1348	1684	543 130^	618 177^	292 310	116^239				823 205	360 453	148^333			95^ 44^	148^	106^						
		9.00 - 9.30						A	20.5	36	1527	1626	556 141^	618 197	299 322	111^228				825 205	365 438	144^343			78^ 30^	105^	84^						
		9.30 - 10.00						A	21.0	36	1565	1628	579 141^	623 195	314 340	110^226				850 232	370 437	153^351			69^ 27^	86^	65^						
		10.00 - 10.30						A	22.4	39	1669	1610	560 157	610 164	301 314	124^230				845 209	364 452	159 335			67^ 20^	88^	59^						

10.30 - 11.00														A 22.5 39 1676	1607	560 206	607 155	331 331	102^211	836 217	389 471	148 312	75^ 17^	89^ 69^		
NBC MONDAY NIGHT MOVIES														A 22.5 34 1676	1644	829 344	960 357	564 515	133 299	413 135	227 205	76 155	170 119	101 82		
MON. 9.00P 120 NBC FF														B 21.3 34 1587	1716	826 308	934 348	566 512	120 278	508 166	297 276	81 167	151 88	123 102		
9.00 - 9.30														A 21.9 32 1632	1737	786 337	910 328	517 486	136 303	461 141	245 239	84 176	193 133	173 125		
9.30 - 10.00														A 23.5 35 1751	1642	818 331	941 351	555 504	131 289	419 133	225 210	79 161	184 132	98 85		
10.00 - 10.30														A 22.9 35 1706	1597	847 355	982 367	586 529	129 297	380 128	213 179	75 143	160 114	75 60^		
10.30 - 11.00														A 21.7 35 1617	1601	863 354	1001 376	591 541	131 303	389 136	221 189	70^141	146 98	65^ 60^		
NBC NEWS UPDATE-M-F														A 17.8 29 1326	1906	716 255	812 246	412 400	135 326	618 194	341 321	116 223	172 90	304 219		
1 M-F 8.58P 1 NBC N														B 17.8 29 1326	1906	716 255	812 246	412 400	135 326	618 194	341 321	116 223	172 90	304 219		
2 M & TH 8.58P 1																										
2 WED. 8.15P 1																										
2 FRI. 8.14P 1																										
NBC NEWS UPDATE-SAT.														A 19.3 34 1438	2270	718 249	792 279	483 420	102 243	708 282	450 363	106 197	264 146	506 374		
SAT. 8.58P 1 NBC N														B 19.3 34 1438	2270	718 249	792 279	483 420	102 243	708 282	450 363	106 197	264 146	506 374		
NBC NEWS UPDATE-SUN.														A 22.1 33 1646	1832	835 276	908 287	536 482	143^313	715 270	425 394	123^233	98^ 54^	111^ 75^		
1 SUN. 9.03P 1 NBC N														B 22.1 33 1646	1832	835 276	908 287	536 482	143 313	715 270	425 394	123 233	98 54	111 75		
NBC NIGHTLY NEWS-SAT.														A 5.8 12 432	1699	783 214^	839 207^	404^386^	170^355^	695 209^	267^202^	223^377^	65^ 50^	100^ 100^		
1 SAT. 6.30P 30 NBC N														B 5.8 12 432	1699	783 214	839 207	404 386	170 355	695 209	267 202	223 377	65 50	100 100		
NBC NIGHTLY NEWS-SUN.														A 5.6 11 417	1715	791 94^	827 247^	350^292^	259^420^	643 153^	293^290^	182^295^	84^ LT	161^ 137^		
1 SUN. 6.30P 30 NBC N														B 5.6 11 417	1715	791 94	827 247	350 292	259 420	643 153	293 290	182 295	84 LT	161 137		
NBC NIGHTLY NEWS														A 11.2 24 834	1559	715 196	778 193	325 311	145 385	643 156	286 233	111 314	39^ 18^	99 57^		
M-F 6.30P 30 NBC N														B 11.2 24 834	1559	715 196	778 193	325 311	145 385	643 156	286 233	111 314	39 18	99 57		
NETWORK(S)														A 16.2 26 1207	1413	650 274	702 271	462 376	102^219	593 249	366 320	115^188^	73^ 49^	45^ 26^		
CONT'D																										

KEY: A - CURRENT REPORT B - SEASON AVERAGE

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM NAME	WK	# DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
										AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	18- 34	18- 49	25- 34	35- 44	45- 54	55+	TEENS (12-17)	CHILDREN (2-11)		
EVENING CONT'D																															
WORLD SERIES PRE #1(S)																															
2 TUE. 8.00P 22 NBC SC	221									A 19.9	34	1483	2018	688	230	763	184	343	337	173	345	746	195	375	329	162	343	156	49	353	228
WORLD SERIES GAME #1(S)										A 33.1	51	2466	1764	590	215	648	175	321	300	122	265	845	304	492	418	159	293	155	32	116	89
2 TUE. 8.22P 195 NBC SE	223									A 29.9	46	2228	1888	639	227	696	192	345	327	136	292	836	296	489	404	153	300	126	31	230	171
8.30 - 9.00										A 33.5	49	2496	1877	578	227	632	165	304	300	120	257	884	309	508	437	163	308	191	44	170	142
9.00 - 9.30										A 36.0	52	2682	1783	567	212	600	148	288	283	114	251	863	310	494	425	157	299	183	33	137	115
9.30 - 10.00										A 35.7	53	2660	1741	580	216	631	173	321	299	112	253	851	301	491	427	167	292	172	28	87	71
10.00 - 10.30										A 34.8	54	2593	1685	587	214	650	178	328	293	117	265	826	309	496	410	161	276	159	33	50	33
10.30 - 11.00										A 32.1	54	2391	1611	574	192	657	197	337	279	127	262	820	308	493	414	156	272	110	23	24	12
11.00 - 11.30										A 18.1	34	1348	1685	597	204	657	151	306	290	145	285	777	282	450	413	169	273	115	43	136	89
WORLD SERIES PRE #2(S)										A 32.2	50	2399	1781	601	202	653	144	288	285	144	306	885	308	499	441	168	319	158	40	85	60
2 WED. 8.00P 15 NBC SC	221									A 27.9	45	2079	1776	564	172	621	140	268	259	148	298	874	311	506	460	183	304	134	45	147	92
WORLD SERIES GAME #2(S)										A 33.2	49	2473	1829	575	199	618	123	267	270	145	298	898	302	505	465	166	323	176	46	137	102
2 WED. 8.15P 185 NBC SE	223									A 33.6	49	2503	1772	575	202	626	136	280	274	149	295	886	299	494	433	161	324	172	43	88	69
8.30 - 9.00										A 33.8	50	2518	1796	613	202	666	145	287	284	145	312	917	319	513	442	168	335	170	42	43	34
9.00 - 9.30										A 35.5	54	2645	1772	637	212	691	149	289	289	149	336	900	319	496	425	162	332	148	32	33	24
9.30 - 10.00										A 36.2	61	2697	1767	670	232	724	184	350	333	142	311	850	308	482	415	163	297	144	27	49	33
10.00 - 10.30										A 21.1	39	1572	1712	585	173	682	171	307	301	146	319	753	185	378	347	154	339	94	26	183	143
10.30 - 11.00										A 33.0	54	2459	1782	588	203	647	152	307	316	130	281	896	264	481	490	148	319	111	34	128	99
WORLD SERIES PRE #3(S)										A 29.9	51	2228	1793	575	205	645	143	296	301	128	294	868	229	445	462	149	334	123	40	157	121
2 FRI. 8.00P 17 NBC SC	99									A 31.8	52	2369	1770	587	207	641	128	292	315	131	292	914	260	475	498	159	333	108	39	107	79
WORLD SERIES GAME #3(S)										A 33.3	53	2481	1780	609	193	653	141	303	319	128	293	913	264	481	511	152	322	109	36	105	78
2 FRI. 8.17P 175 NBC SE	223									A 35.4	57	2637	1827	596	199	651	167	318	321	128	271	908	276	492	505	144	310	133	44	135	113
8.30 - 9.00										A 36.6	59	2727	1802	580	203	643	164	321	319	134	265	905	281	503	492	150	314	114	24	140	113
9.00 - 9.30										A 7.1	15	529	1681	703	189	738	207	437	420	130	269	673	306	478	414	59	133	111	71	159	124
9.30 - 10.00										B 7.1	15	529	1681	703	189	738	207	437	420	130	269	673	306	478	414	59	133	111	71	159	124
10.00 - 10.30										A 6.2	13	462	1615	777	333	853	383	601	553	88	176	609	273	451	331	42	100	79	20	74	74
10.30 - 11.00										B 6.2	13	462	1615	777	333	853	383	601	553	88	176	609	273	451	331	42	100	79	20	74	74
*LATE FRINGE										A 4.7	16	350	1394	489	174	555	209	372	355	45	140	602	197	420	523	48	73	159	108	78	78
ABC WEEKEND REPORT-SAT.										B 4.7	16	350	1394	489	174	555	209	372	355	45	140	602	197	420	523	48	73	159	108	78	78
1 SAT. 11.12P 15 ABC N	2	147	148							A 6.1	17	454	1751	670	313	769	352	607	558	72	111	641	231	468	520	91	102	191	125	150	150
2 SAT. 11.00P 15	88	89								A 4.5	15	335	1513	528	158	600	199	367	369	52	174	657	230	463	568	42	89	190	125	66	66
ABC WEEKEND REPORT-SUN.										A 3.9	16	291	581	141	LT	141	LT	LT	LT	LT	141	440	83	272	440	LT	LT	LT	LT	LT	LT
SUN. 11.00P 15 ABC N	2	150	152							A 7.4	16	551	1448	644	225	708	218	447	376	135	215	641	226	391	352	94	176	99	56	LT	LT
BARETTA-11:30PM										B 7.4	16	551	1448	644	225	708	218	447	376	135	215	641	226	391	352	94	176	99	56	LT	LT
1 FRI. 11.30P 64 ABC OP	2	146	146							A 7.0	25	522	1335	629	230	682	264	436	414	72	171	546	234	371	350	57	104	82	33	25	12
2 FRI. 12.00M 64	89	90																													
11.30 - 12.00																															
12.00 - 12.30																															
12.30 - 1.00																															
CBS SUNDAY NEWS-BRADLEY																															
1 SUN. 11.04P 15 CBS N	2	129	129																												
2 SUN. 11.10P 15	78	78																													
LATE MOVIE I																															
CONT'D																															

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM NAME										AUDIENCE ESTIMATES (Alphabetic)										1ST OCT. 1978 REPORT											
WK		START		DUR		NET		TYPE		NO. OF STATIONS		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
#	DAY	TIME	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
*WEEKDAY DAYTIME																															
ABC AFTERSCHOOL SPECIAL(S)																															
2	WED.	4.30P	60	ABC	FV		182	97	A	6.8	22	507	1680	733	185	780	335	504	418	62	249	235	50	62	64	69	139	257	180	408	270
L IN THE FAMILY M-F																															
10	M-F	10.00A	30	CBS	CS		163	166	A	6.5	23	484	1694	779	190	820	360	537	449	59	264	190	47	47	29	61	114	258	183	426	269
MY CHILDREN																															
10	M-F	1.00P	60	ABC	DD		184	189	A	4.3	25	320	1238	636	110	711	298	470	391	156	191	266	52	73	93	75	157	256	177	386	269
MCA ALIVE																															
9	MTUHF	12.00N	60	NBC	GV		184	185	A	7.8	33	581	1336	877	196	981	532	718	581	59	150	229	110	126	75	36	93	62	55	64	22
LEAGUE CHAMP PRE 2(S)																															
200	D.	3.00P	14	ABC	SC		99		B	7.8	33	581	1336	877	196	981	532	718	581	59	150	229	110	126	75	36	93	62	55	64	22
LEAGUE CHAMP GM 2(S)																															
202									A	7.9	34	589	1341	880	200	969	508	698	586	52	150	247	125	140	76	38	97	64	53	61	21
WED. 3.14P 186 ABC SE 99																															
3.30 - 4.00																															
3.00 - 4.30																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
6.00 - 6.30																															
LEAGUE CHAMP PRE 3(S)																															
200		3.00P	14	ABC	SC		99		A	2.6	12	194	1278	731	170	767	176	325	370	89	340	372	119	129	56	63	212	LT	LT	139	LT
LEAGUE CHAMP GM 3(S)																															
202		3.14P	157	ABC	SE		99		B	2.6	12	194	1278	731	170	767	176	325	370	89	340	372	119	129	56	63	212	LT	LT	139	LT
0 - 4.00																															
0 - 4.30																															
0 - 5.00																															
0 - 5.30																															
0 - 6.00																															
LEAGUE PLAYOFF GAME(S)																															
195		2.30P	195	ABC	SE		99		A	8.7	30	648	1198	524	42	635	272	380	308	83	176	427	63	112	133	87	251	117	29	19	19
3.00 - 3.30																															
3.30 - 4.00																															
4.00 - 4.30																															
4.30 - 5.00																															
5.00 - 5.30																															
WORLD 3.00P 60 NBC DD 10 202 205																															
NT'D 3.00P 60 NBC DD 97 99																															

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)													1ST OCT. 1978 REPORT																		
PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11		
WEEKDAY DAYTIME CONT'D																															
GUIDING LIGHT-CONT'D																															
2.30 - 3.00																															
3.00 - 3.30																															
HAPPY DAYS M-F																															
1	MTUTHF	11.00A	30	ABC	CS	9	162	171	A	7.7	30	574	1192	898	95	931	231	475	425	174	379	155	36	65	56	27	84	86	77	20	LT
2	M-F	11.00A	30						A	7.8	28	581	1203	877	98	893	224	455	435	168	351	160	35	75	63	25	77	132	111	18	LT
1	MTUTHF	11.00A	30	ABC	CS	9	162	171	A	4.4	25	328	1387	697	164	758	384	618	424	36	97	242	82	156	132	33	64	98	80	289	116
2	M-F	11.00A	30						B	4.4	25	328	1387	697	164	758	384	618	424	36	97	242	82	156	132	33	64	98	80	289	116
HIGH ROLLERS																															
1	MTUTHF	11.00A	30	NBC	QG	9	190	191	A	4.7	27	350	1120	681	80	751	154	263	228	134	440	315	60	88	57	95	207	LT	LT	45	LT
2	M-F	11.00A	30						B	4.7	27	350	1120	681	80	751	154	263	228	134	440	315	60	88	57	95	207	LT	LT	45	LT
HOLLYWOOD SQUARES(B)																															
2	TUE.	1.00P	30	NBC	QP		73	50	A	1.1	5	82	1061	536	LT	536	LT	146	146	61	390	525	LT	LT	LT	159	525	LT	LT	LT	LT
HOLLYWOOD SQUARES																															
1	M-F	1.00P	30	NBC	QP	9	138	139	A	3.0	13	224	1165	736	94	767	195	312	308	179	402	290	71	89	99	39	160	23	23	85	40
2	MTWTF	1.00P	30						B	3.0	13	224	1165	736	94	767	195	312	308	179	402	290	71	89	99	39	160	23	23	85	40
JEOPARDY																															
M-F	10.30A	30	NBC	QG		10	170	171	A	3.9	23	291	1206	708	103	767	209	323	267	114	400	361	80	121	93	65	209	33	LT	45	18
									B	3.9	23	291	1206	708	103	767	209	323	267	114	400	361	80	121	93	65	209	33	LT	45	18
LOVE OF LIFE																															
1	MTUTHF	11.30A	24	CBS	DD	9	180	181	A	5.3	27	395	1051	754	136	853	294	478	367	127	321	147	63	79	79	28	63	28	28	23	LT
2	M-F	11.30A	24						B	5.3	27	395	1051	754	136	853	294	478	367	127	321	147	63	79	79	28	63	28	28	23	LT
MAGAZINE(S)																															
1	MON.	10.30A	60	CBS	DN		180	96	A	4.1	22	305	925	655	88	685	266	286	321	128	252	144	86	86	86	36	58	23	23	73	LT
		10.30 - 11.00							A	4.0	22	298	758	580	64	580	235	235	298	141	218	111	81	81	81	30	30	LT	LT	67	LT
		11.00 - 11.30							A	4.2	22	313	1058	716	105	770	291	326	339	112	278	169	89	89	89	30	30	42	42	77	LT
M*A*S*H M-F																															
M-F	3.30P	30	CBS	CS		10	177	182	A	6.6	23	492	1396	635	97	667	255	372	324	88	183	324	161	215	128	29	92	221	135	184	122
									B	6.6	23	492	1396	635	97	667	255	372	324	88	183	324	161	215	128	29	92	221	135	184	122
MATCH GAME '78																															
1	M-F	4.00P	30	CBS	QP	9	136	139	A	3.9	13	291	1457	783	97	814	210	344	288	134	405	296	83	106	66	20	185	141	75	206	123
2	MTWTF	4.00P	30						B	3.9	13	291	1457	783	97	814	210	344	288	134	405	296	83	106	66	20	185	141	75	206	123
NAT'L LEAGUE CHAMP PRE 2(S)																															
1	THU.	2.00P	14	ABC	SC		199	99	A	6.6	27	492	1325	640	116	805	364	461	373	113	243	460	81	161	140	161	239	34	18	26	26
NAT'L LEAGUE CHAMP GM 2(S)																															
1	THU.	2.14P	14B	ABC	SE		201	99	A	10.0	35	745	1289	496	92	606	171	293	247	93	239	572	116	211	238	119	289	61	16	50	50
		2.30 - 3.00							A	8.0	32	596	1260	576	109	700	252	350	295	87	259	500	91	183	193	117	255	35	12	25	25
		3.00 - 3.30							A	9.7	35	723	1228	469	97	578	137	266	235	94	233	532	86	195	230	125	269	44	13	74	74
		3.30 - 4.00							A	10.4	35	775	1286	448	79	544	103	247	213	91	228	625	135	227	278	135	313	60	15	57	57
		4.00 - 4.30							A	12.5	39	931	1332	468	77	577	160	282	233	90	230	626	138	232	265	107	316	91	20	38	38
ONE LIFE TO LIVE																															
1	TUWF	2.00P	60	ABC	DD	8	192	195	A	7.2	29	536	1259	822	151	965	525	683	507	89	227	145	53	62	22	28	81	49	43	100	21
2	M-F	2.00P	60						B	7.2	29	536	1259	822	151	965	525	683	507	89	227	145	53	62	22	28	81	49	43	100	21
		2.00 - 2.30							A	6.8	27	507	1278	832	166	985	542	705	515	88	222	144	56	61	19	32	83	56	48	93	17
		2.30 - 3.00							A	7.6	30	566	1219	808	138	938	511	656	494	89	228	131	44	53	19	23	75	46	38	104	21
PRICE IS RIGHT 1																															
1	TU-F	10.30A	30	CBS	AP	9	174	176	A	4.4	26	328	1354	701	152	792	307	409	360	115	295	270	65	138	140	41	114	64	40	228	79
2	M-F	10.30A	30						B	4.4	26	328	1354	701	152	792	307	409	360	115	295	270	65	138	140	41	114	64	40	228	79

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PROGRAM NAME		WK	DAY	START TIME	DUR	NET	PROP. TYPE	I/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
													18-34					18-49					25-54					55-64					55+				
													TOTAL					MEN					TEENS (12-17)					CHILDREN (2-11)									
													TOTAL					TOTAL					TOTAL					TOTAL									
WEEKEND DAYTIME CONT'D																																					
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA 4 191 189 99 99													A 7.8 36 581	1654	257	71	275	169	227	144	10	40	192	94	137	123	LT	28	144	91	1043	645					
													B 7.7 35 574	1712	271	63	293	152	214	123	31	67	224	125	169	138	LT	24	192	69	1003	587					
BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA 4 191 189 99 99													A 9.8 40 730	1793	328	102	350	203	311	194	LT	32	236	152	215	131	LT	LT	214	113	993	618					
													B 9.7 39 723	1661	309	84	335	181	257	153	24	59	238	154	206	134	LT	9	197	92	891	536					
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA 4 191 188 99 99													A 10.8 42 805	1846	309	150	382	225	349	250	LT	20	265	171	217	169	LT	LT	241	104	958	557					
													B 10.2 40 760	1657	262	105	342	186	275	184	15	42	245	151	202	164	LT	16	225	73	845	510					
CBS NFL FOOTBALL PRE GAME SUN. 12.30P 30 CBS SC 4 192 195 99 99													A 7.1 28 529	1567	401	257	456	191	312	286	66	102	895	428	687	628	107	157	127	41	89	54					
													B 6.7 27 499	1449	380	197	426	141	273	283	53	108	795	375	591	539	88	155	114	22	114	95					
CBS NFL FOOTBALL GAME 1 1 SUN. 1.00P 180 CBS SE 4 206 203 99 99													A 15.6 43 1162	1634	373	148	430	190	272	212	70	129	958	422	654	565	133	244	121	28	125	76					
													B 14.3 42 1065	1572	380	143	423	153	263	236	60	129	926	393	616	547	123	239	115	27	108	70					
1.00 - 1.30													A 11.9 40 887	1665	349	160	426	193	277	208	68	121	984	437	688	622	128	229	132	27	123	78					
1.30 - 2.00													A 15.5 46 1155	1700	358	162	423	187	266	204	71	126	1013	467	703	609	124	248	132	23	132	98					
2.00 - 2.30													A 15.8 43 1177	1651	355	157	406	182	255	203	72	123	985	426	670	573	142	259	105	20	155	97					
2.30 - 3.00													A 15.3 41 1140	1662	374	160	435	193	272	203	73	136	958	432	662	546	138	246	137	39	132	74					
3.00 - 3.30													A 16.9 43 1259	1585	389	121	435	197	281	222	68	130	921	414	623	534	128	236	112	27	117	61					
3.30 - 4.00													A 20.7 53 1542	1603	435	144	490	208	306	272	64	139	923	329	577	545	138	264	110	39	80	38					
CBS NFL FOOTBALL GAME 2 1 SUN. 4.00P 184 CBS SE 3 190 181 77 89													A 9.7 20 723	1541	435	187	462	172	303	237	74	140	877	310	514	509	121	269	119	67	83	60					
													B 10.9 24 812	1540	416	156	452	153	281	245	71	136	893	331	550	520	139	262	109	51	86	56					
2 SUN. 4.00P 190													A 8.1 19 603	1539	383	88	392	132	234	217	60	143	947	331	514	544	129	323	139	79	61	36					
4.00 - 4.30													A 8.0 18 596	1508	426	126	439	154	267	235	71	160	852	277	419	478	132	313	153	92	64	46					
4.30 - 5.00													A 9.4 20 700	1566	423	198	449	175	301	230	72	125	911	330	558	523	125	272	145	93	61	39					
5.00 - 5.30													A 10.1 21 752	1652	415	206	447	150	307	252	66	115	947	339	617	583	111	246	156	110	102	82					
5.30 - 6.00													A 11.0 22 820	1496	415	201	454	186	307	217	79	135	874	325	543	521	112	241	79	36	89	59					
6.00 - 6.30													A 11.5 22 857	1501	483	235	519	213	362	254	87	145	793	281	455	450	123	248	83	26	106	79					
6.30 - 7.00													A 4.9 12 365	2016	556	83	570	359	466	397	60	82	1153	796	964	603	62	153	233	57	60	60					
CBS NFL FOOTBALL POST(B) 2 SUN. 3.48P 12 CBS SC 55 48													A 3.2 8 238	1408	345	155	425	106	216	197	72	156	764	188	453	484	117	218	122	20	97	54					
													B 3.6 9 268	1468	411	125	461	98	233	227	72	178	691	192	427	403	91	197	111	27	205	148					
CBS SPORTS SPECTACULAR SAT. 4.30P 90 CBS SA 4 153 138 87 86													A 3.0 7 224	1558	262	257	498	258	383	196	LT	84	705	67	433	464	125	196	176	32	179	112					
4.30 - 5.00													A 2.9 7 216	1347	338	79	361	36	129	180	75	181	792	222	496	496	116	226	115	LT	79	41					
5.00 - 5.30													A 3.8 9 283	1293	416	127	416	27	141	222	121	194	750	238	407	466	106	223	85	25	42	LT					
5.30 - 6.00													A 7.6 35 566	1961	218	168	293	146	216	192	24	24	135	100	125	51	10	10	200	104	1333	768					
CHALLENGE-SUPERFRIENDS I SAT. 9.00A 30 ABC CA 4 191 194 99 99													B 7.3 34 544	1816	188	99	249	111	157	149	29	47	92	74	87	38	LT	LT	244	120	1231	693					
CHALLENGE-SUPERFRIENDS II SAT. 9.30A 30 ABC CA 4 191 194 99 99													A 7.7 32 574	1932	210	133	280	155	226	187	10	10	141	97	114	42	27	27	261	128	1250	736					
													B 7.5 31 559	1896	204	79	254	127	178	152	28	34	93	64	82	35	11	11	302	135	1247	693					
CLUE CLUB SUN. 9.30A 30 CBS CA 4 56 59 52 50													A 2.4 14 179	1709	168	LT	168	100	156	156	LT	LT	190	161	161	LT	29	29	LT	LT	1351	514					
													B 2.2 14 164	1512	165	LT	164	109	158	151	LT	LT	263	214	245	31	LT	LT	LT	LT	1085	488					
COLLEGE FOOTBALL 1978 SUN. 12.30P 30 ABC SA 4 150 149 92 92													A 3.0 11 224	1321	388	245	481	160	267	300	101	150	490	228	263	259	98	173	41	LT	309	192					
													B 2.9 11 216	1241	405	195	452	151	220	223	87	192	498	264	302	268	69	124	77	LT	214	155					
FABULOUS FUNNIES SAT. 12.00N 30 NBC CA 4 184 183 93 91													A 5.5 21 410	1617	297	61	297	126	173	107	37	124	295	204	222	139	LT	30	198	122	827	430					
													B 4.4 18 328	1695	284	52	285	133	202	144	26	83	256	183	205	110	LT	24	246	173	908	494					

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WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL	6-11							
WEEKEND DAYTIME CONT'D														579	160	181	185	89	357	449	93	156	155	67	268	LT	LT	127	76						
FACE THE NATION SUN. 11.30A 30 CBS CC 4 155 159 94 95 A 3.2 13 238 1155 554 105v 1260 537 126 606 103 199 199 99 385 524 117 252 234 57 260 26 LT 104 52														606	103	199	199	99	385	524	117	252	234	57	260	26	LT	104	52						
FANGFACE SAT. 8.30A 30 ABC CA 4 184 185 97 97 A 5.6 32 417 2096 313 184 21v 60v 118 68 101 73 LT LT 294 141 1345 811														2096	313	184	21	60	118	68	101	73	LT	LT	294	141	1345	811							
FANTASTIC FOUR SAT. 10.30A 30 NBC CA 4 188 189 95 95 A 6.2 24 462 1606 289 166 1628 227 94 338 236 276 129 19v 46v 167 126 159 71 LT LT 274 114 1251 772														1606	289	166	1628	227	94	338	236	276	129	19	46	167	126	159	71	LT	LT	274	114	1251	772
FAT ALBERT AND COSBY KIDS SAT. 12.30P 30 CBS CA 4 175 176 97 97 A 7.5 27 559 1526 301 241 1581 318 177 365 217 258 206 27v 55v 299 143 270 175 12v 29v 165 25 697 410														1526	301	241	1581	318	177	365	217	258	206	27	55	299	143	270	175	12	29	165	25	697	410
GODZILLA POWER HR I SAT. 9.30A 30 NBC CA 4 203 202 99 99 A 4.5 19 335 1585 206 48v 1871 167 23 241 149 211 144 LT LT 161 43 93 108 53 53 194 LT 989 657														1585	206	48	1871	167	23	241	149	211	144	LT	LT	161	43	93	108	53	53	194	LT	989	657
GODZILLA POWER HR II SAT. 10.00A 30 NBC CA 4 203 202 99 99 A 5.9 24 440 1718 277 77 1904 245 70 356 165 235 141 34v 107 188 47 94 124 49 49 151 17 1348 916														1718	277	77	1904	245	70	356	165	235	141	34	107	188	47	94	124	49	49	151	17	1348	916
IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS N 4 190 184 96 96 A 5.3 36 395 1752 228 35v 1633 241 53 228 84 195 167 33v 33v 121 45 70 70 LT 51v 195 88 1208 856														1752	228	35	1633	241	53	228	84	195	167	33	33	121	45	70	70	LT	51	195	88	1208	856
IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS N 4 187 184 96 96 A 6.9 36 514 1558 191 85 1529 223 76 210 123 185 140 25v 25v 179 84 115 124 LT 40v 186 69 1045 687														1558	191	85	1529	223	76	210	123	185	140	25	25	179	84	115	124	LT	40	186	69	1045	687
IN THE NEWS- 9.26AM SAT. 9.26A 3 CBS N 4 191 189 99 99 A 8.6 38 641 1738 272 71 290 181 247 160 LT 31v 296 185 268 158 LT LT 136 91 1016 627														1738	272	71	290	181	247	160	LT	31	296	185	268	158	LT	LT	136	91	1016	627			
IN THE NEWS- 9.59AM SAT. 9.59A 3 CBS N 4 191 189 99 99 A 11.0 44 820 1852 309 120 1695 297 100 345 202 311 211 LT 26v 263 172 228 163 LT LT 222 102 1022 600														1852	309	120	1695	297	100	345	202	311	211	LT	26	263	172	228	163	LT	LT	222	102	1022	600
IN THE NEWS- 10.26AM SAT. 10.26A 3 CBS N 4 191 188 99 99 A 10.4 40 775 1857 282 140 1638 248 96 355 214 321 232 LT 21v 251 168 217 151 8 8 201 89 908 532														1857	282	140	1638	248	96	355	214	321	232	LT	21	251	168	217	151	8	8	201	89	908	532
IN THE NEWS- 11.33AM SAT. 11.33A 3 CBS N 4 189 189 99 99 A 9.8 37 730 1893 318 174 1741 336 134 411 235 346 284 25v 25v 242 154 229 161 LT LT 273 121 956 555														1893	318	174	1741	336	134	411	235	346	284	25	25	242	154	229	161	LT	LT	273	121	956	555
IN THE NEWS- 11.56AM SAT. 11.56A 3 CBS N 4 190 192 99 99 A 8.5 32 633 1889 352 171 1781 355 137 432 217 336 272 21v 58 259 157 202 95 32v 57 262 99 936 460														1889	352	171	1781	355	137	432	217	336	272	21	58	259	157	202	95	32	57	262	99	936	460
IN THE NEWS- 12.26PM SAT. 12.26P 3 CBS N 4 184 183 97 97 A 6.2 23 462 1439 359 197 1443 305 146 426 187 255 233 21v 115 220 105 165 101 33v 55v 185 61 608 444														1439	359	197	1443	305	146	426	187	255	233	21	115	220	105	165	101	33	55	185	61	608	444
IN THE NEWS- 12.56PM SAT. 12.56P 3 CBS N 4 177 178 97 97 A 6.9 25 514 1418 274 235 1501 305 183 323 202 224 170 27v 60v 273 147 259 162 14v 14v 162 25 660 384														1418	274	235	1501	305	183	323	202	224	170	27	60	273	147	259	162	14	14	162	25	660	384
IN THE NEWS- 1.26PM SAT. 1.26P 3 CBS N 3 148 154 85 85 A 4.8 17 358 1497 299 189 1704 345 153 391 241 274 178 LT 75v 222 142 209 128 13 13 229 103 693 432														1497	299	189	1704	345	153	391	241	274	178	LT	75	222	142	209	128	13	13	229	103	693	432
IN THE NEWS- 9.26AM-SUN. 9.26A 3 CBS N 4 62 61 56 53 A 2.2 15 164 1720 219 LT 219 109 109 219 LT LT 287 170 170 177 LT LT 1214 445														1720	219	LT	1725	290	LT	219	109	109	219	LT	LT	287	170	170	177	LT	LT	1214	445		
IN THE NEWS- 9.56AM-SUN. 9.56A 3 CBS N 4 57 60 52 50 A 2.6 15 194 1686 139 LT 139 108 108 108 31v 31v 155 98 98 LT 57v 57v LT LT 1392 526														1686	139	LT	1533	148	LT	139	108	108	108	31	31	155	98	98	LT	57	57	LT	LT	1392	526
ISSUES AND ANSWERS SUN. 12.00N 30 ABC CC 2 163 164 97 97 A 2.5 10 186 1742 645 290 1742 645 290 747 172 345 355 85v 343 618 339 468 263 75v 129 118 58 259 195														1742	645	290	1742	645	290	747	172	345	355	85	343	618	339	468	263	75	129	118	58	259	195

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

1ST OCT. 1978 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
												MEN					WOMEN					TEENS (12-17)		CHILDREN (2-11)													
												TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11												
WEEKEND DAYTIME CONT'D																																					
KIDS ARE PEOPLE TOO II					4	126	127	A	2.7	13	201	1811	393	169	462	245	334	285	LT	83	339	223	288	210	25	25	105	69	905	563							
SUN. 10.30A 30 ABC CL					80	80	B	3.0	14	224	1744	404	139	457	268	331	288	26	86	264	166	232	174	LT	LT	197	135	826	498								
KIDS ARE PEOPLE TOO III					4	123	128	A	3.0	14	224	1696	354	174	428	219	304	222	LT	27	397	227	339	277	44	44	75	48	844	505							
SUN. 11.00A 30 ABC CL					79	81	B	3.1	14	231	1662	398	177	428	282	334	262	LT	51	291	174	244	148	43	43	131	74	812	468								
KROFFT SUPERSTAR I					4	198	202	A	5.2	20	387	1656	342	137	391	212	253	144	LT	110	172	60	90	71	22	41	371	206	722	417							
SAT. 11.00A 30 NBC CL					98	98	B	4.5	18	335	1740	290	93	324	174	228	148	LT	71	158	62	101	87	LT	24	371	206	861	520								
KROFFT SUPERSTAR II					4	198	202	A	5.6	21	417	1465	238	37	284	105	149	121	27	116	158	72	72	70	16	16	332	191	691	410							
SAT. 11.30A 30 NBC CL					98	98	B	4.6	19	343	1629	216	26	249	94	146	123	32	91	542	38	69	100	66	427	565	189	338	240	74	213	55	LT	116	84		
MEET THE PRESS					2	159	127	A	2.9	13	216	1278	491	23	542	38	69	100	66	427	542	38	69	100	66	427	565	189	338	240	74	213	55	LT	116	84	
SUN. 12.00N 30 NBC CC					90	84	B	2.9	13	216	1278	491	23	542	38	69	100	66	427	542	38	69	100	66	427	565	189	338	240	74	213	55	LT	116	84		
METRIC MARVELS-9:27AM					4	195	197	A	3.8	17	283	1456	127	36	180	88	159	127	LT	LT	158	27	91	79	52	52	195	LT	923	697							
SAT. 9.27A 2 NBC IA					98	98	B	3.8	17	283	1714	115	21	153	55	105	97	LT	LT	149	24	82	101	24	24	137	LT	1275	932								
METRIC MARVELS-10:27AM					4	204	203	A	6.1	24	454	1645	247	73	344	168	227	122	31	99	154	88	106	66	26	26	162	17	985	634							
SAT. 10.27A 2 NBC IA					99	99	B	5.8	23	432	1805	225	67	276	126	186	123	36	72	147	82	91	86	15	15	206	78	1176	747								
METRIC MARVELS-11:57AM					4	198	202	A	5.9	22	440	1384	228	32	285	116	155	112	40	116	159	73	73	65	21	21	315	197	625	350							
SAT. 11.57A 2 NBC IA					98	98	B	4.8	20	358	1587	213	19	255	98	151	126	44	96	135	57	79	75	LT	16	339	210	858	469								
NAT'L LEAGUE CHAMP PRE 4(S)					191			A	16.9	50	1259	1537	368	81	382	63	156	156	62	192	898	241	447	455	151	346	101	30	156	116							
1 SAT. 4.05P 5 ABC SC					98																																
NAT'L LEAGUE CHAMP GM 4(S)					201			A	21.8	52	1624	1554	447	124	476	99	225	259	72	198	850	249	479	494	110	292	93	30	135	97							
1 SAT. 4.18P 188 ABC SE					99			A	19.8	54	1475	1473	389	92	409	57	178	199	74	199	854	231	434	447	129	326	106	26	104	73							
4.30 - 5.00								A	20.3	54	1512	1471	393	91	409	70	186	214	62	178	868	233	476	501	120	309	100	31	94	61							
5.00 - 5.30								A	21.3	53	1587	1493	407	94	424	72	189	237	63	187	863	240	496	518	107	303	111	32	95	64							
5.30 - 6.00								A	22.2	51	1654	1537	454	134	478	110	233	301	58	177	829	254	483	487	94	274	71	24	159	113							
6.00 - 6.30								A	24.2	51	1803	1623	480	135	505	125	265	298	62	187	858	284	517	527	104	268	85	31	175	124							
6.30 - 7.00								A	25.0	52	1863	1720	565	208	633	167	313	334	100	237	815	252	471	486	107	262	104	38	168	134							
7.00 - 7.30																																					
NCAA FOOTBALL PRE GAME					3	220		A	6.8	26	507	1456	245	91	276	83	152	120	18	110	727	337	443	375	38	221	222	51	231	187							
1 SAT. 12.30P 28 ABC SC					99			B	6.1	25	454	1408	267	108	290	85	152	155	37	104	704	293	410	349	76	225	182	75	232	177							
NCAA FOOTBALL GAME					4	220	209	A	10.8	36	805	1563	313	87	329	94	169	169	69	132	891	338	562	538	137	265	154	33	189	135							
1 SAT. 12.58P 191 ABC SE					99	99	B	10.1	34	752	1487	319	109	335	92	174	177	57	127	861	320	513	488	150	269	140	39	151	111								
2 SAT. 12.30P 197								A	5.4	21	402	2236	450	276	450	148	345	313	72	72	662	289	477	307	114	185	581	246	543	429							
12.30 - 1.00								A	8.4	31	626	1586	329	128	333	119	203	179	65	103	824	336	533	485	103	231	226	40	203	155							
1.00 - 1.30								A	10.4	36	775	1501	322	118	329	116	180	168	66	120	861	339	554	525	129	246	140	29	171	129							
1.30 - 2.00								A	11.8	40	879	1522	288	62	309	76	134	154	65	134	929	353	601	586	133	261	125	19	159	105							
2.00 - 2.30								A	12.0	40	894	1579	307	95	334	95	154	152	79	161	925	366	600	578	145	264	147	19	173	124							
2.30 - 3.00								A	11.8	36	879	1478	300	52	319	74	147	157	82	144	903	325	546	546	161	287	118	21	138	110							
3.00 - 3.30								A	16.2	49	1207	1690	337	45	349	103	196	186	58	135	992	366	593	600	138	301	88	28	261	155							
3.30 - 4.00																																					
NCAA FOOTBALL POST GAME					3	203		A	4.0	10	298	1174	162	78	239	78	115	115	91	124	734	258	516	460	125	218	201	26	LT	LT							
2 SAT. 3.47P 13 ABC SC					99			B	6.9	19	514	1251	313	117	349	113	220	227	54	97	692	223	410	420	108	227	103	49	107	96							
NFL '78-NBC					4	175	150	A	3.9	14	291	1567	410	97	431	121	163	150	45	235	706	337	455	329	100	204	152	16	278	145							
1 SUN. 1.30P 30 NBC SC					90	87	B	3.6	14	268	1434	375	74	398	128	180	162	63	200	647	320	456	357	84	162	209	33	180	107								
2 SUN. 12.30P 30																																					

1ST OCT. 1978 REPORT

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KEY: A= CURRENT REPORT B= SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)															1ST OCT. 1978 REPORT																								
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK #	DAY						START TIME	DUR	NET	PROG. TYPE	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
											TOTAL										MEN					TEENS (12-17)		CHILDREN (2-11)											
											18-34					18-49					25-54					55-64					55+					TOTAL FEM.		TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																							
TARZAN AND SUPER SEVEN 2		4	190	190			A	9.6	36	715	1961	351	204	439	261	372	313	22v	22v	259	147^	202	116^	25v	41v	228	87^	1035	515										
SAT. 11.00A 30 CBS CA			99	99			B	9.6	38	715	1754	353	149	431	258	338	265	25	40	248	144	191	124	22	43	227	76	848	475										
TARZAN AND SUPER SEVEN 3		4	190	192			A	9.2	35	685	1854	330	169^	408	215	323	271	22v	46^	249	143^	189	96^	30v	60^	245	95^	952	459										
SAT. 11.30A 30 CBS CA			99	99			B	9.0	36	671	1763	339	135	423	243	330	256	19	49	227	137	183	101	23	42	232	87	881	477										
30 MINUTES		3	170	169			A	4.4	15	328	1686	370^	222^	477	322^	417	244^	LT	47v	253^	140^	201^	177^	42v	42v	294^	174^	662	399										
SAT. 1.30P 30 CBS DN			93	93			B	4.8	16	358	1708	417	233	499	306^	394	243	27	79	274	183	222	143	31	45	292	151	643	386										
WHAT'S NEW, MISTER MAGOO		4	63	62			A	1.6	12	119	1655	159v	LT	159v	92v	92v	135v	LT	LT	287^	168v	227v	194v	LT	LT	LT	LT	1209	479^										
SUN. 9.00A 30 CBS CA			56	53			B	1.4	11	104	1558	183	LT	184	116	145	144	LT	LT	290	145	253	184	LT	LT	LT	LT	1056	493										
WORLD SERIES PRE #4(S)			216				A	10.7	32	797	1798	555	256^	648	148^	303^	319	95^	275^	828	227^	468	404	103^	301^	100^	18v	222^	174^										
2 SAT. 3.00P 17 NBC SC			99																																				
WORLD SERIES GAME #4(S)			223				A	30.1	65	2242	1749	578	239	650	159	311	312	119	281	833	287	469	401	134	301	120	20v	146	120										
2 SAT. 3.17P 261 NBC SE			99																																				
3.30 - 4.00							A	21.4	55	1594	1728	593	257	676	148^	302	316	123^	301	816	271	455	394	123^	308	95^	11v	141^	117^										
4.00 - 4.30							A	27.8	67	2071	1788	597	267	678	161	320	309	118^	308	847	284	461	413	125	307	129	11v	134	114^										
4.30 - 5.00							A	26.1	61	1944	1769	585	264	673	138	289	298	125	329	847	283	453	377	126	325	150	16v	99^	84^										
5.00 - 5.30							A	29.5	66	2198	1675	549	260	631	145	299	317	114	276	823	268	442	395	139	309	103^	16v	118	103^										
5.30 - 6.00							A	32.1	69	2391	1627	545	244	626	146	296	306	116	275	794	262	433	386	133	294	85^	12v	122	102^										
6.00 - 6.30							A	34.0	70	2533	1743	563	217	620	148	294	305	115	268	856	283	481	424	143	315	114	20v	153	127										
6.30 - 7.00							A	36.4	70	2712	1767	589	207	642	172	324	313	115	262	854	313	509	421	137	288	120	18v	151	121										
7.00 - 7.30							A	37.8	68	2816	1839	612	225	673	186	339	326	127	268	826	306	486	397	136	281	138	37^	202	158										
WORLD SERIES GAME #5(S)			223				A	32.6	60	2429	1888	577	254	650	202	349	342	107	242	906	308	551	488	135	294	138	42^	194	143										
2 SUN. 4.19P 203 NBC SE			99																																				
4.30 - 5.00							A	28.2	57	2101	1877	570	232	635	175	317	336	109^	246	925	336	574	471	130	306	152	36^	165	131										
5.00 - 5.30							A	31.7	61	2362	1853	595	255	669	215	363	356	94^	250	892	302	541	468	128	299	139	45^	153	116										
5.30 - 6.00							A	34.7	64	2585	1839	568	249	642	204	351	329	97	245	908	307	559	489	125	294	111	32^	178	137										
6.00 - 6.30							A	35.1	63	2615	1918	583	269	654	205	358	345	105	238	946	305	564	510	142	311	144	45^	174	132										
6.30 - 7.00							A	34.5	61	2570	1853	599	281	665	206	359	356	111	237	921	309	561	515	139	295	112	34^	155	111										
7.00 - 7.30							A	34.8	59	2593	1974	559	256	643	203	359	347	117	229	886	294	537	496	142	276	157	54^	288	197										
GI'S SPACE RACE I		4	194	197			A	2.4	20	179	1151	106v	73v	156v	73v	106v	106v	LT	LT	145v	100v	100v	39v	28v	28v	68v	LT	782	430^										
SAT. 8.00A 30 NBC CA			98	98			B	2.2	19	164	1616	134	85	172	97	115	116	LT	LT	178	105	129	110	LT	LT	66	LT	1200	783										
GI'S SPACE RACE II		4	195	197			A	3.3	19	246	1171	126v	70v	203^	126v	178^	126v	LT	LT	69v	61v	61v	28v	LT	LT	69v	LT	830	532										
SAT. 8.30A 30 NBC CA			98	98			B	3.3	20	246	1514	141	56	193	113	149	129	LT	LT	125	81	105	93	LT	LT	75	LT	1121	772										
GI'S SPACE RACE III		4	195	197			A	3.9	18	291	1515	154^	38v	188^	85v	164^	154^	LT	LT	166^	38v	103v	87v	41v	41v	203^	LT	958	752										
SAT. 9.00A 30 NBC CA			98	98			B	4.0	19	298	1778	129	23	153	50	103	114	16	16	153	27	96	105	21	21	162	LT	1310	999										

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 2, 1978

		TV AUDIENCE ESTIMATES																	EVE. MON. OCT. 2, 1978	
		TIME																		
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,890 17.3		12,670 17.0		30,620 41.1										
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
1	TOTAL AUDIENCE (Households (000) & %)					11,250 15.1 2.7 14.6	15.5	11,100 14.9 2.5 14.2	15.7	19,970 26.8 4.3 21.7	22.7* 3.5*	23.7	27.7	28.1* 4.2*	28.4*	29.1	28.4* 4.3*	26.8* 4.2*		
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
2	TOTAL AUDIENCE (Households (000) & %)					21,980 29.5				24,440 32.8										
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,760 22.5 3.6 18.1	20.8* 3.5*	17,810 23.9 3.8 24.8	23.5* 3.5*	24.6* 3.6*	24.2* 3.7*	23.1* 3.8*								
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
1	TOTAL AUDIENCE (Households (000) & %)					11,700 15.7 2.6 15.0	16.4	9,760 13.1 2.0 12.8	13.3	12,370 16.6 2.8 15.0	16.6* 2.5*	18.2	19.2	18.9* 2.8*	18.3* 2.8*	17.8	17.2	16.8* 2.6*		
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
2	TOTAL AUDIENCE (Households (000) & %)					14,970 20.1		28,010 37.6				25,180 33.8								
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,590 16.9 2.7 17.0	16.7	19,070 25.6 3.8 21.0	22.7	21.9* 3.3*	29.3	29.3	24.1	25.3 3.9*	24.7* 3.7*	25.6	25.7* 3.9*	25.4* 4.1*		
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
1	TOTAL AUDIENCE (Households (000) & %)					18,770 25.2 3.9 21.8	23.3* 3.7*	15,720 21.1 3.2 20.4	27.1* 4.0*	20.2* 3.0*	22.3* 3.3*	22.2	21.7	21.6* 3.3*	21.5	21.4	20.3* 3.3*			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																			
TV HOUSEHOLDS USING TV		WK 1	50.5	52.5	54.6	57.9	59.5	60.7	62.5	65.1	66.4	67.9	68.5	69.0	66.5	64.7	62.4	59.9		
(See Def. 1)		WK 2	52.6	53.2	55.8	58.4	61.9	64.5	66.5	67.9	67.5	68.8	67.6	66.9	65.9	65.4	63.9	60.2		

U.S. TV Households: 74 500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-3 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. MON. OCT. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 3, 1978

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK 1	49.3	50.9	53.1	55.0	58.3	61.6	64.2	65.5	67.7	69.2	68.3	68.8	68.5	67.5	67.0	63.3
(See Def. 1)	WK 2	52.0	54.8	56.9	59.7	62.6	65.7	67.9	69.0	69.1	69.5	68.6	68.2	65.8	63.4	61.5	59.9

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

A-5 (1) "AMERICAN LEAGUE CHAMPIONSHIP PRE 1", ABC, (8:00-8:15PM)(S). (3) "WORLD SERIES PRE #1", NBC, (8:00-8:22PM), FOR REMAINING RATINGS, SEE OP PAGES(S).

(OP) See Other Programs Section: Page A-36

EVE. TUE. OCT. 10, 1978

A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 4, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV					10,730 14.4	26,080 35.0											
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					10,280 13.8 25	14,830 19.9 32			18.8* 32 *	20.9* 33 *		21.8* 34 *		21.4* 33 *		20.1* 32 *	
W E E K 2	CBS TV					16,840 22.6	15,120 20.3			22,130 29.7								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					14,160 19.0 32	13,260 17.8 29			12,070 16.2 26	16.9* 26 *		16.2* 25 *		16.0* 25 *		15.5* 25 *	
W E E K 3	NBC TV					20,340 27.3				27,040 36.3								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					15,050 20.2 33	18.7* 32 *			19,440 26.1 41	24.0* 38 *		26.1* 40 *		27.0* 42 *		27.2* 44 *	
W E E K 4	ABC TV					15,870 21.3 34	18.5* 31 *			15,650 21.0 31	20.4* 30 *		21.6* 31 *		15.5 24		14.8* 23 *	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12,670 17.0	9,830 13.2			19,440 26.1								
W E E K 5	CBS TV					11,030 14.8 25	9,160 12.3 19			13,560 18.2 27	16.2* 24 *		17.8* 26 *		19.8* 30 *		19.3* 30 *	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					14,300 19.2	37,100 49.8											
W E E K 6	NBC TV					13,480 18.1 34	23,990 32.2 50			27.9* 45 *	33.2* 49 *		33.6* 49 *		33.8* 50 *		35.5* 54 *	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1		49.4	50.5	52.7	54.9	57.4	60.2	61.2	62.5	63.6	64.1	65.1	65.4	65.0	64.1	63.3	60.5	
(See Def. 1)																		
WK 2		49.9	52.4	55.4	57.0	58.7	61.1	63.3	66.4	66.9	67.9	68.4	69.0	66.8	66.2	65.0	61.7	

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. OCT. 11, 1978

A-7

(1) "NATIONAL LEAGUE CHAMPIONSHIP PRE 1", ABC, (8:00-8:15PM)(S).

(2) FOR REMAINING RATINGS, SEE OP PAGES.

(3) PROMO FILL, CBS, (10:54-11:00PM)(SUS.).

(4) "WORLD SERIES PRE #2", NBC, (8:00-8:15PM)(S).

A-8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. OCT. 5, 1978

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 74,500,000

A-9 (1) "CARTER-UNITED WAY", NBC, (10:54-11:00PM)(SUS.).

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
22,720					30.5		24,210		33.8	25,180		21,230		21,460		18,480	
30.5							32.5					28.5		28.8		24.8	

Happy Days

Mork & Mindy

Three's Company

Taxi

Barney Miller

Soap

20,340

22,200

22,950

19,440

19,220

17,060

27.3

29.8

30.8

26.1

25.8

22.9

47

49

48

42

44

41

25.6

28.9

30.5

31.1

25.9

25.8

23.4

22.5

18,400

16,390

24.7

22.0

Salute to American
Imagination
(8:00-10:00PM)

(OP)

Hawaii Five-0

9,310

12.5

12.8*

12.8*

12.2*

13,340

17.1*

18.7*

12.5

22 *

21 *

19 *

12.5*

17.9

34 *

34 *

20

12.2

12.5

13.1

12.3

12.0

12.3

12.7

12.3

13.3

13.560

17,950

24.1

10,060

13.5

17.8

19.1

18.4

18.2

Project U.F.O.

(OP)

Quincy, M.E.

W.E.B.

(1)

9,690

13.0

12.3*

13.6*

13,930

18.7

17.3*

7,150

9.2*

22

21 *

22 *

27 *

20.1*

9.6

17 *

17 *

21,610

29.0

19,220

25.8

19,590

26.3

18,250

24.5

24.4

26.3

Mork & Mindy

What's Happening

Barney Miller

Soap

(OP)

Family

19,670

17,880

17,950

14,970

13,860

18.6

18.4*

18.9*

26.4

24.0

24.1

20.1

33

32 *

35 *

18.7

45

40

39

20.1

17.5

19.0

17.7

19.0

25.5

27.3

24.2

23.9

24.1

24.0

22.7

17.5

17.5

14,900

20.0

13,710

18.4

19,970

26.8

20.0

The Waltons

(OP)

Hawaii Five-0

Barnaby Jones

11,770

15.8

14.6*

16.9*

10,130

13.6

14.0*

15,500

21.8*

27

25 *

28 *

22

23 *

13.2*

20.8

19.9*

13.9

15.3

16.7

17.2

13.9

14.1

14.8

11.6

20.5

11,620

15.6

16,990

22.8

10,280

13.8

19.2

22.3

21.2

15.6

Project U.F.O.

(OP)

Quincy, M.E.

Weekend

(10:00-11:00PM) (X)

9,160

12.3

11.1*

13.5*

12,670

17.0

17.2*

6,410

7.9*

21

19 *

22 *

28

28 *

16.7*

27 *

8.6

15 *

10.8

11.4

13.0

13.9

16.8

17.6

18.6

14.8

10.6

48.4

49.6

50.4

53.4

56.9

59.0

60.5

62.2

63.0

47.5

49.3

50.4

53.1

56.9

59.6

60.5

62.2

63.0

56.9

59.0

60.5

62.2

63.0

64.3

62.7

62.5

59.2

57.0

59.6

60.5

62.2

63.0

64.3

62.7

62.5

59.2

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-10 NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 6, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					23,690 31.8												
TOTAL AUDIENCE (Households (000) & %)					(1) (OP)												
AVERAGE AUDIENCE (Households (000) & %)					15,050 20.2												
SHARE OF AUDIENCE %					36												
AVG. AUD. BY 1/4 HR. %					13.9												
CBS TV					17,660 23.7				18,630 25.0				16,020 21.5				
TOTAL AUDIENCE (Households (000) & %)					Wonder Woman				Incredible Hulk				Flying High				
AVERAGE AUDIENCE (Households (000) & %)					13,480 18.1				15,650 21.0				12,810 17.2				
SHARE OF AUDIENCE %					33				36				30				
AVG. AUD. BY 1/4 HR. %					16.6				19.9				17.2				
NBC TV					11,100 14.9		10,880 14.6		15,200 20.4				16,020 21.5				
TOTAL AUDIENCE (Households (000) & %)					Waverly Wonders		Who's Watching the Kids?		Rockford Files				Eddie Capra Mysteries				
AVERAGE AUDIENCE (Households (000) & %)					9,540 12.8		9,310 12.5		12,590 16.9				12,810 17.2				
SHARE OF AUDIENCE %					24		22		29				30				
AVG. AUD. BY 1/4 HR. %					16,540 22.2		17,510 23.5		17,510 23.5				17,510 23.5				
ABC TV					11,250 15.1		15,440 20.4		11,550 15.5				15,170 20.4				
TOTAL AUDIENCE (Households (000) & %)					15.2		15.6		15.1				15.3				
AVERAGE AUDIENCE (Households (000) & %)					14,530 19.5				16,090 21.6				11,770 15.8				
SHARE OF AUDIENCE %					25		26		25				24				
AVG. AUD. BY 1/4 HR. %					15.2		15.6		15.1				15.3				
CBS TV					10,650 14.3		13,040 17.8		13,260 17.8				9,460 12.7				
TOTAL AUDIENCE (Households (000) & %)					24		26		29				21				
AVERAGE AUDIENCE (Households (000) & %)					12.2		13.8		16.7				13.3				
SHARE OF AUDIENCE %					12.2		13.8		16.7				13.3				
AVG. AUD. BY 1/4 HR. %					16,760 22.5		36,430 48.9		31,100 41.8				34,700 46.3				
NBC TV					15,720 21.1		24,590 33.0		29,900 40.0				33,300 44.4				
TOTAL AUDIENCE (Households (000) & %)					39		54		51				57				
AVERAGE AUDIENCE (Households (000) & %)					20.8		25.9		30.4				34.7				
SHARE OF AUDIENCE %					20.8		25.9		30.4				34.7				
AVG. AUD. BY 1/4 HR. %					20.8		25.9		30.4				34.7				
TV HOUSEHOLDS USING TV																	
WK 1	46.4	47.8	49.2	51.3	52.0	53.8	54.8	56.8	57.1	57.8	58.8	58.9	57.0	57.1	56.9	55.2	
WK 2	49.2	51.4	52.5	54.5	58.0	59.0	59.7	60.8	61.8	62.2	62.9	62.3	61.0	61.0	60.4	59.3	

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. OCT. 13, 1978

A-11

(1) "NATIONAL LEAGUE CHAMPIONSHIP PRE 3", ABC, (8:00-8:12PM), FOR RATINGS, SEE OP PAGES(S).

(3) "WORLD SERIES PRE #3", NBC, (8:00-8:17PM), FOR REMAINING RATINGS, SEE OP PAGES(S).

(4) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 7, 1978

		EVE. SAT. OCT. 7, 1978																	
		TIME																	
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 1	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 2	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 1	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 2	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W E K 1	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
(See Def. 1)		50.3	51.4	51.4	52.1	53.4	55.3	57.1	58.2	58.7	59.2	59.1	59.5	58.9	58.7	58.2	57.2	57.2	57.2
U.S. TV Households: 74,500,000		55.5	57.0	55.6	54.1	54.6	55.2	55.7	56.8	57.8	58.4	59.1	58.7	55.4	54.4	53.9	53.2	53.2	53.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. SAT. OCT. 14, 1978

A-14

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
TOTAL AUDIENCE (Households (000) & %)		14,970 20.1				20,930 28.1						23,540 31.6							
ABC TV		Hardy Boys Mysteries Battlestar: Galactica (OP) ABC Sunday Night Movie "GUMBALL RALLY" (9:00-11:00PM)																	
AVERAGE AUDIENCE (Households (000) & %)		11,100 14.9	13.7*			18,100 24.3	23.4*			15,420 20.7	19.3*			19.3*		22.5*		21.7*	
SHARE OF AUDIENCE %		26	25 *			38	37 *			32	29 *			29 *		36 *		37 *	
AVG. AUD. BY 1/4 HR. %		13.2	14.2	15.2		22.4	24.4	25.3		25.1	19.8	18.9	19.1	19.4	22.1	23.0	23.1	20.2	
TOTAL AUDIENCE (Households (000) & %)		23,910 32.1				16,760 22.5				18,180 24.4		19,590 26.3		19,150 25.7					
CBS TV		(1) 60 Minutes (7:04-8:04PM)(2) Mary (8:04-9:04PM)(2) (OP) All In The Family (9:04-9:34PM)(2) Alice (9:34-10:04PM)(2) Kaz (10:04-11:04PM)																	
AVERAGE AUDIENCE (Households (000) & %)		18,250 24.5	24.1*			11,550 15.5	14.9*			16,690 22.4	17,280 23.2			14,970 20.1	20.4*		20.0*		
SHARE OF AUDIENCE %		42	44 *			24	24 *			33	35			34	33 *		34 *		
AVG. AUD. BY 1/4 HR. %		23.6	24.5	24.9		15.4	14.6	14.9		15.9	21.7	22.9	22.4	23.4	20.5	20.3	20.1	19.8	
TOTAL AUDIENCE (Households (000) & %)		14,010 18.8				23,910 32.1									14,530 19.5				
NBC TV		Wonderful World of Disney "IN SEARCH OF THE CASTAWAYS" Pt. II Centennial (OP) Lifeline																	
AVERAGE AUDIENCE (Households (000) & %)		10,280 13.8	12.5*			16,840 22.6	20.8*			22.8*		23.8*		23.0*	11,250 15.1	15.6*		14.6*	
SHARE OF AUDIENCE %		24	23 *			34	33 *			35 *		35 *		34 *	25 *	25 *		25 *	
AVG. AUD. BY 1/4 HR. %		16.170 21.7				19,590 26.3	23.8			24.1	23.8	23.8	23.8	22.8	16.0	13.2	14.7	14.6	
ABC TV		Hardy Boys Mysteries Battlestar: Galactica (OP) ABC Sunday Night Movie "MOTHER, JUGS AND SPEED" (9:00-10:55PM)																	
AVERAGE AUDIENCE (Households (000) & %)		10,650 14.3	12.6*			15,790 21.2	19.8*			15,500 20.8	20.7*			21.2*		21.1*		20.1*	
SHARE OF AUDIENCE %		23	21 *			32	30 *			33 *	29 *			30 *		32 *		35 *	
AVG. AUD. BY 1/4 HR. %		11.8	13.3	14.9		18.8	20.8	22.9		22.4	19.9	21.5	21.5	20.8	21.3	20.8	21.0	18.7	
TOTAL AUDIENCE (Households (000) & %)		18,250 24.5				14,680 19.7		16,990 22.8		15,270 20.5				17,140 23.0					
CBS TV		(4) 60 Minutes (7:10-8:10PM)(2) All In The Family (8:10-8:40PM)(2) Alice (8:40-9:10PM)(2) Dallas (9:10-10:10PM)(2) Kaz (10:10-11:10PM)																	
AVERAGE AUDIENCE (Households (000) & %)		11,620 15.6	12.7*			11,770 15.8	13,190 17.7			11,990 16.1	15.7*			16.3*	16.1	14.2*		16.7*	
SHARE OF AUDIENCE %		25	21 *			24	25			23	22 *			23 *	27	22 *		29 *	
AVG. AUD. BY 1/4 HR. %		10.6	13.4	14.5		14.3	15.3	15.2		16.7	16.1	15.5	16.0	16.6	14.3	14.1	16.4	17.0	
TOTAL AUDIENCE (Households (000) & %)				26,450 35.5				32,330 43.4									18,180 24.4		
NBC TV		World Series Game #5 "LOS ANGELES VS. NEW YORK YANKEES" (4:19-7:42PM)(2) Wonderful World of Disney "NOW YOU SEE HIM, NOW YOU DON'T" Pt. 1 (R) Bob Hope's All-Star Comedy Salute to the 75th Anniversary of the World Series (8:30-10:30PM) Lifeline																	
AVERAGE AUDIENCE (Households (000) & %)				19,070 25.6			21,750 29.2										13,630		
SHARE OF AUDIENCE %				59 *			42 *			27.4*				30.7*		28.8*	18.3	18.4*	
AVG. AUD. BY 1/4 HR. %				34.3		22.4	27.5	26.2		28.7	29.6	30.3	30.7	30.8	30.0	27.6	18.6	18.2	
TV HOUSEHOLDS USING TV WK 1		54.2	56.3	58.1	60.4	62.3	63.6	65.0	66.6	67.7	67.7	66.9	66.5	62.6	60.9	60.2	57.5		
(See Def. 1) WK 2		59.4	61.4	62.4	62.8	65.2	66.7	67.8	69.6	70.5	70.5	70.4	69.7	67.1	64.3	59.7	55.8		
U. S. TV Households: 74,500,000		* Half-hour ratings (for immediately preceding half-hour)																	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

A-15

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) CBS NFL FOOTBALL GAME 2, CBS, (4:00-7:07PM), FOR REMAINING RATINGS, SEE OP PAGES.

(2) FOR REMAINING RATINGS, SEE OP PAGES.

(3) PROMO FILL, ABC, (10:55-11:00PM)(SUS.).

(4) CBS NFL FOOTBALL GAME 2, CBS, (4:00-7:10PM), FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SUN. OCT. 15, 1978

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

5,140
6.9
ABC
Weekend
Report-
Sunday
4,840
6.5
14
6.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

6,260
8.4
(1) CBS
Sunday
News-
Bradley
5,960
8.0
18
8.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,470
6.0
ABC
Weekend
Report-
Sunday
4,320
5.8
12
5.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

5,140
6.9
-Kaz- CBS
(3) Sunday
News-
Bradley
4,990
6.7
15
7.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,500
4.7
Lifeline
1,640
2.2
14
3.5

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

48.2
50.4

39.9
44.2

32.2
33.9

27.1
27.7

23.8
22.6

21.4
20.7

19.4
19.1

35.5
37.2

31.3
31.3

26.1
26.8

23.1
23.6

20.3
20.3

17.5
17.8

14.7
15.4

12.8
13.6

11.2
11.5

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "KAZ", CBS, (10:04-11:04PM), FOR REMAINING RATINGS, SEE OF PAGES. (3) FOR REMAINING RATINGS, SEE OF PAGES.
(2) FOR INDIVIDUAL DAYS, TIME AND DURATION, SEE PAE (ALPHA).

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 2-6, 1978

TIME

7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

7.0 9.3 11.0 12.3 13.2 14.9 15.0 15.3 15.7 16.5 16.7 16.8 16.5 17.0 16.5 17.1
6.4 8.5 10.7 12.2 13.4 14.9 15.3 15.9 16.8 17.6 17.4 17.7 17.6 18.2 17.8 17.9

U.S. TV Households: 74,500,000, * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

National *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 2-6, 1978

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE	3,800		5,070		3,650		5,220		7,820				7,520				
(Households (000) & %)	5.1		6.8		4.9		7.0		10.5				10.1				
PROGRAMS	Happy Days MTUTHF (1)		Family Feud MTUTHF (1)		\$20,000 Pyramid MTUTHF (1)		Ryan's Hope MTUTHF (1)		All My Children (2)				One Life to Live TUTWF (5)(OP)				
AVERAGE AUDIENCE	3,050		4,400		3,130		4,320		5,590				5,510				
(Households (000) & %)	4.1		5.9		4.2		5.8		7.5				7.4				
SHARE OF AUDIENCE %	24		30		21		27		31				29				
AVG. AUD. BY 1/4 HR. %	3.9	4.4	5.7	6.1	4.0	4.5	5.8	5.8	7.3	7.6*	7.9	7.6	7.1	7.4	6.8*	7.9*	31.4*

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE	4,400		4,400		6,410		5,960					8,050				8,270	
(Households (000) & %)	5.9		5.9		8.6		8.0					10.8				11.1	
PROGRAMS	Price is Right 2 TUTWF (5)(OP)(1)		Love Of Life MTUTHF (1)	(OP)	Young & the Restless MTUTHF (1)		Search for Tomorrow MTUTHF (1)					As The World Turns				Guiding Light	
AVERAGE AUDIENCE	3,580		4,020		5,810		5,290					6,110				6,180	
(Households (000) & %)	4.8		5.4		7.8		7.1					8.2				8.3	
SHARE OF AUDIENCE %	29		28		38		33					32	7.8*		33*	30	8.1*
AVG. AUD. BY 1/4 HR. %	4.7	5.0	5.2	5.6	7.8	7.9	7.1	7.1				7.6	31*	8.0	8.6	8.2	30*

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE	3,800		4,170		3,200				2,830		5,590					4,470	
(Households (000) & %)	5.1		5.6		4.3				3.8		7.5					6.0	
PROGRAMS	High Rollers MTUTHF (1)		Wheel of Fortune MTUTHF (1)(3)		America Alive MTUTHF (1)(3)				Hollywood Squares		Days Of Our Lives					The Doctors (2)	
AVERAGE AUDIENCE	3,350		3,580		1,940				2,240		4,100					3,870	
(Households (000) & %)	4.5		4.8		2.6				3.0		5.5					5.2	
SHARE OF AUDIENCE %	26		25		12				13		21					19	
AVG. AUD. BY 1/4 HR. %	4.0	5.4	5.9	5.6	4.0	2.5	2.5*	2.4	2.8*	3.1	5.1	5.4	5.2*	5.8	5.1	5.4	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE	4,020		5,590		4,020		5,590		7,900				7,150				
(Households (000) & %)	5.4		7.5		5.4		7.5		10.6				9.6				
PROGRAMS	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (2)				One Life to Live				
AVERAGE AUDIENCE	3,430		4,620		3,430		4,690		6,030				5,290				
(Households (000) & %)	4.6		6.2		4.6		6.3		8.1				7.1				
SHARE OF AUDIENCE %	25		31		22		30		35				29				
AVG. AUD. BY 1/4 HR. %	4.2	5.0	6.0	6.4	4.4	4.7	6.2	6.5	7.9	8.2*	8.5	8.3	7.9	6.8	6.9	7.3	7.6

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE	4,170		4,470		6,260		5,220					7,230				7,080	
(Households (000) & %)	5.6		6.0		8.4		7.0					9.7				9.5	
PROGRAMS	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow					As The World Turns				Guiding Light	
AVERAGE AUDIENCE	3,580		3,950		5,590		4,620					5,510				5,360	
(Households (000) & %)	4.8		5.3		7.5		6.2					7.4				7.2	
SHARE OF AUDIENCE %	27		27		36		29					30	7.1*		32*	28	7.3*
AVG. AUD. BY 1/4 HR. %	4.7	5.0	5.2	5.5	7.4	7.5	6.3	6.1				6.8	7.4	7.8	7.8	7.2	29*

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE	4,020		4,320		3,430				2,680		5,440					4,540	
(Households (000) & %)	5.4		5.8		4.6				3.6		7.3					6.1	
PROGRAMS	High Rollers		Wheel of Fortune (3)		America Alive (3)				Hollywood Squares MTWTF (4)		Days Of Our Lives					The Doctors (3)	
AVERAGE AUDIENCE	3,580		3,650		2,010				2,240		3,950					4,020	
(Households (000) & %)	4.8		4.9		2.7				3.0		5.3					5.4	
SHARE OF AUDIENCE %	27		25		13				13		22	5.0*			23*	22	
AVG. AUD. BY 1/4 HR. %	4.8	4.8	5.0	4.9	2.9	2.9	2.3	2.5	2.9	3.1	5.0	5.2	5.6	5.6	5.4	5.4	

TV HOUSEHOLDS USING TV WK 1

(See Def. 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
WK 1	17.1	17.9	19.1	19.9	20.6	21.7	22.3	22.7	23.7	24.8	25.2	25.7	25.8	26.3	26.4	27.2	
WK 2	17.8	18.6	19.3	20.3	21.2	21.8	22.0	22.1	22.3	23.3	23.6	24.1	24.2	24.7	24.7	25.4	

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. OCT. 9-13, 1978

(1) "POPE JOHN PAUL I FUNERAL", ABC, CBS, NBC, WED., (11:00-1:00PM)(SUS.).

(2) "ABC NEWSBRIEF", (SUS.).

(4) "HOLLYWOOD SQUARES (B)", NBC, TUE., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 2-6, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 7,150 9.6 AVERAGE AUDIENCE (Households (000) & %) { 5,290 SHARE OF AUDIENCE % 7.1 AVG. AUD. BY 1/4 HR. % 2.5 6.8																
		General Hospital (S)(OP) → Edge of Night TU (S)(OP) 4,470 6.0 3,800 5.1* 25* 18* 7.3 7.3 5.5 5.5																
	CBS TV	Guiding Light → M*A*S*H Match Game '78 5,810 7.8 3,280 4.4 4,690 6.3 2,760 3.7 8.4* 29* 21 12 8.3 8.5 6.2 6.5 3.4 3.9																
	NBC TV	Another World (I) 7,000 9.4 4,920 6.6 6.0* 21* 7.3* 24* 22 5.8 6.2 7.2 7.4																
W E K 2	ABC TV	General Hospital → Edge of Night MWTHF (3) → Special (OP) 6,030 8.1 7.9* 29* 8.4* 5.9 29 29* 20 20 7.8 7.9 8.3 8.4 6.0 5.8																
		Guiding Light → M*A*S*H Match Game '78 MWTHF (3) 6,180 8.3 3,580 4.8 5,070 6.8 3,200 4.3 7.1* 27* 24 15 7.1 7.2 6.5 7.1 4.2 4.4																
	CBS TV	Guiding Light → M*A*S*H Match Game '78 MWTHF (3) 5,070 6.8 3,200 4.3 7.1* 27* 24 15 7.1 7.2 6.5 7.1 4.2 4.4																
	NBC TV	Another World (I) (3) 7,080 9.5 5,290 7.1 6.5* 24* 7.6* 27* 26 6.3 6.8 7.6 7.5																
TV HOUSEHOLDS USING TV		WK 1	28.1	29.4	29.5	30.6	30.5	32.7	34.0	35.7	37.1	39.5	40.8	42.4	44.9	46.4	46.8	47.9
(See Def. 1)		WK 2	26.1	27.5	28.1	29.4	28.8	29.5	29.7	31.8	33.6	35.6	37.4	40.3	44.0	46.1	47.4	49.1

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

(2) "ABC WORLD NEWS TONIGHT (B)", ABC, WED., (6:30-6:51PM), FOR RATINGS, SEE OP PAGES.

(3) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, TUE., (4:00-4:33PM)(4:00-4:30PM)(4:00-4:32PM)(SUS.).

DAY MON.-FRI. OCT. 9-13, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 7, 1978

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 74,500,000

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					4,320 5.8		5,220 7.0		6,560 8.8		6,630 8.9		3,800 5.1		5,220 7.0		
Average Audience					3,200 4.3 3.4		4,320 5.8 3.2		5,660 7.6 3.5		5,590 7.5 3.2		3,430 4.6 1.9		4,690 6.3 2.3		
Share of Audience %					3.4		5.1		7.1		8.0		7.1		4.7		6.5
CBS TV					4,020 5.4		6,780 9.1		7,230 9.7		8,490 11.4		9,240 12.4		7,520 10.1		
Average Audience					3,200 4.3 3.3		4,990 6.7 3.7		5,960 8.0 3.6		7,380 9.9 4.0		8,200 11.0 4.3		6,560 8.8 3.4		
Share of Audience %					3.7		4.9		7.6		8.4		10.5		10.8		8.6
NBC TV					1,940 2.6		3,130 4.2		3,870 5.2		4,540 6.1		5,360 7.2		5,440 7.3		
Average Audience					1,640 2.2 1.8		2,380 3.2 1.8		3,200 4.3 2.0		3,730 5.0 2.1		4,770 6.4 2.7		4,540 6.1 2.4		
Share of Audience %					2.0		2.4		4.2		5.1		6.1		6.6		6.2
ABC TV					2,830 3.8 3.0		3,950 5.3 3.1		5,660 7.6 3.6		5,810 7.8 3.3		3,950 5.3 2.1		4,770 6.4 2.2		
Average Audience					3.4		4.3		6.0		8.0		7.5		6.3		6.4
Share of Audience %					3.4		4.3		6.0		8.0		7.5		6.3		6.4
CBS TV					2,910 3.9 2.9		4,690 6.3 3.5		5,660 7.6 3.5		7,150 9.6 4.0		7,820 10.5 4.1		6,850 9.2 3.4		
Average Audience					3.2		4.5		6.7		8.0		9.9		9.1		9.2
Share of Audience %					3.2		4.5		6.7		8.0		9.9		9.1		9.2
NBC TV					2,530 3.4		2,830 3.8		3,130 4.2		3,500 4.7		4,920 6.6		5,510 7.4		
Average Audience					1,940 2.6 2.2		2,460 3.3 2.0		2,610 3.5 1.7		2,980 4.0 1.7		4,020 5.4 2.2		4,690 6.3 2.4		
Share of Audience %					2.2		2.9		3.3		3.7		5.5		5.7		6.8
TV Households Using TV	4.5	5.5	6.8	9.4	11.6	14.8	17.0	19.4	21.2	22.9	24.0	25.1	25.2	25.4	25.7	26.2	
(See Def. 1)	4.1	5.4	6.4	9.5	11.9	14.7	16.3	19.3	20.9	22.2	24.0	24.7	25.0	26.5	26.3	27.4	

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 14, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 7, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,670 10.3		5,220 7.0		4,250 5.7		6,630 8.9	20,930 28.1									
AVERAGE AUDIENCE (Households (000) & %)	5,960 8.0		4,250 5.7		3,200 4.3		5,070 6.8	10,280 13.8									
SHARE OF AUDIENCE %	30		25		17		26	45									
AVG. AUD. BY ¼ HR. %	8.4	7.7	6.1	5.3	3.9	4.6	6.8	8.2	9.2	10.6	12.0	12.7	14.5	14.6	14.1	14.9	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,900 10.6		7,450 10.0		6,180 8.3		6,110 8.2		4,100 5.5		3,350 4.5						
AVERAGE AUDIENCE (Households (000) & %)	6,630 8.9		6,480 8.7		5,220 7.0		5,070 6.8		3,350 4.5		2,760 3.7						
SHARE OF AUDIENCE %	34		34		28		26		17		12						
AVG. AUD. BY ¼ HR. %	9.1	8.7	8.9	8.4	7.4	6.6	6.5	7.0	4.5	4.5	4.1	3.4					
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		5,290 7.1		4,540 6.1		4,770 6.4										
AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		4,250 5.7		3,870 5.2		3,800 5.1										
SHARE OF AUDIENCE %	19		22		21		19										
AVG. AUD. BY ¼ HR. %	6.8	7.1	7.8	6.4	5.1	5.4	5.4	5.5	6.7	7.1	7.9	8.3*	8.9*	9.0	9.4	9.4	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,290 7.1		4,620 6.2		3,950 5.3		5,890 7.9										
AVERAGE AUDIENCE (Households (000) & %)	24		26		18		27										
SHARE OF AUDIENCE %	7.1	7.1	5.9	6.4	5.1	5.4	5.4	5.5	6.7	7.1	7.9	8.3*	8.9*	9.0	9.4	9.4	
AVG. AUD. BY ¼ HR. %	7.1	7.1	5.9	6.4	5.1	5.4	5.4	5.5	6.7	7.1	7.9	8.3*	8.9*	9.0	9.4	9.4	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	9,010 12.1		8,420 11.3		6,260 8.4		7,380 9.9		4,770 6.4		4,470 6.0						
AVERAGE AUDIENCE (Households (000) & %)	7,670 10.3		7,230 9.7		5,290 7.1		6,030 8.1		3,730 5.0		3,730 5.0						
SHARE OF AUDIENCE %	37		35		25		29		17		16						
AVG. AUD. BY ¼ HR. %	10.6	9.9	10.0	9.3	7.2	7.0	8.1	8.1	5.0	5.1	5.0	5.0					
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,440 7.3		4,840 6.5		5,440 7.3		4,020 5.4										
AVERAGE AUDIENCE (Households (000) & %)	3,950 5.3		4,020 5.4		4,250 5.7		3,430 4.6										
SHARE OF AUDIENCE %	19		20		21		18										
AVG. AUD. BY ¼ HR. %	5.4	5.2	5.4	5.4	5.7	5.7	4.7	4.6									
TV HOUSEHOLDS USING TV																	
WK 1	25.7	25.9	25.9	25.3	24.5	25.3	25.6	26.7	26.6	27.7	29.2	30.5	31.4	31.4	31.6	33.0	
WK 2	27.6	27.5	27.5	27.8	28.0	28.2	27.9	28.7	29.2	30.3	30.3	30.8	30.3	30.6	30.8	31.9	

A-27 U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 † VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
 (1) FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 14, 1978

NATIONAL NIELSEN TV AUDIENCE ESTIMATES

DAY SAT. OCT. 7, 1978

					4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	
					13,780 18.5	27,420 36.8												
					NCAA Football Game "VARIOUS TEAMS & TIMES" (12:58-4:18PM)(1)a		(2)	National League Championship Game 4 "PHILADELPHIA VS. LOS ANGELES" (4:18-7:26PM)										
					14.7*	16.2*	12,590	16,240		19.8*	20.3*	21.3*		22.2*		24.2*		
					46*	49*	50	52		54*	54*	53*		51*		51*		
					14.8	14.7	15.9	16.6	16.8	18.4	19.5	20.1	20.6	19.9	21.0	21.5	21.9	
									5,660 7.6							5,360 7.2		
									CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
									2,310							4,470		
									3.1	2.6*		2.8*			3.9*	6.0		
									8	7*		7*			10*	12		
									2.6	2.6	2.9	2.8	3.1	4.7		5.8	6.2	
																4,990 6.7		
													</					

A-30

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 1	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 2	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 1	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 2	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV		WK 1	2.7	3.1	4.1	5.5	7.0	8.2	10.7	13.0	13.8	16.3	17.5	18.2	18.2	19.5	19.9	20.4
(See Def. 1)		WK 2	3.0	3.2	3.9	5.0	5.9	7.2	8.8	10.8	13.0	14.1	16.0	17.1	18.9	20.4	21.1	21.8

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 15, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 8, 1978

		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																		
TOTAL AUDIENCE (Households (000) & %)		2,530 3.4		2,380 3.2		2,240 3.0		3,130 4.2										
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
CBS TV																		
TOTAL AUDIENCE (Households (000) & %)				3,130 4.2				7,600 10.2		25,550 34.3								
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
NBC TV																		
TOTAL AUDIENCE (Households (000) & %)						3,130 4.2								3,200 4.3	14,600 19.6			
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		

ABC TV																		
TOTAL AUDIENCE (Households (000) & %)		2,830 3.8		2,760 3.7		2,380 3.2		2,460 3.3										
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
CBS TV																		
TOTAL AUDIENCE (Households (000) & %)				2,910 3.9				5,740 7.7		18,770 25.2								
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
NBC TV																		
TOTAL AUDIENCE (Households (000) & %)						2,680 3.6		4,020 5.4		25,930 34.8								
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TV HOUSEHOLDS USING TV																		
WK 1		21.7	22.9	23.8	24.7	24.0	24.0	24.8	26.1	27.4	29.9	31.9	34.1	36.4	36.9	36.3	36.8	
WK 2		21.5	22.4	22.8	23.6	24.7	25.2	27.6	30.0	32.3	34.5	35.8	38.0	39.1	40.1	40.6	40.9	

A-33 U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (1) "PAPAL SELECTION SPEC. II", ABC, (1:36-1:40PM)(S).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 15, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 8, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

(Households (000) & %)

ABC TVAVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-35

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (1) "NFL FOOTBALL" DOES NOT INCLUDE "NFL FOOTBALL HIGHLIGHTS". (2) "CBS NFL FOOTBALL" DOES NOT INCLUDE "CBS NFL FOOTBALL HIGHLIGHTS".

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY																
ABC	9.00-11.48PM		NFL MONDAY NIGHT FOOTBALL	11.00	FOR RTGS SEE PAGE	A-2				27.9	FOR RTGS SEE PAGE	A-3				16.2
	9.00-11.52PM			11.15						27.3				15.0*	29*	13.9
				11.30						27.6						13.2
				11.45						26.8				12.7*	31*	11.5
EVENING TUESDAY																
ABC	8.15-11.35PM		AMER. LEAGUE CHAMP GM 1(S)	11.00	FOR RTGS SEE PAGE	A-4				23.4						
				11.15						21.5						
				11.30						20.6						
ABC	12.07- 1.10AM		TUESDAY MOVIE OF THE WEEK	11.30							6,410	8.6	3,870	5.2	17	5.7
	11.30-12.35AM			11.45										5.5*	15*	5.4
				12.00	4,770	6.4	3,580	4.8	27	5.5						4.8
				12.15				5.3*	25*	5.3				4.9*	20*	5.0
				12.30						4.9						4.6
				12.45				4.7*	29*	4.5						
				1.00						3.9						
CBS	9.00-11.23PM		CBS TUESDAY NIGHT MOVIES	11.00							FOR RTGS SEE PAGE	A-5				13.1
EVENING WEDNESDAY																
NBC	8.00- 8.22PM		WORLD SERIES PRE #1(S)	11.15										12.5*	23*	11.4
				8.15												21.5
NBC	8.22-11.37PM		WORLD SERIES GAME #1(S)	11.00												
				11.15	6,780	6.3	4,100	6.1*	11	2.9						
				11.30						6.4				32.1*	54*	31.6
																31.4
ABC	8.15-11.15PM		NAT'L LEAGUE CHAMP GM 1(S)	11.00	FOR RTGS SEE PAGE	A-6				18.2						
				11.30	4,990	6.7	3,430	4.6	19	5.6	5,440	7.3	3,730	5.0	18	5.9
				11.45						5.3				5.5*	17*	5.1
				12.00						4.9						4.9
				12.15	3,020	4.1	5,380	4.6*	19*	4.3	4,050	2.4	3,380	4.8*	20*	4.7
				12.30						4.2						4.0
				12.45				4.0*	20*	3.4						
ABC	12.50- 1.10AM		SWAT-WED	12.30							2,530	3.4	2,010	2.7	18	3.1
	12.37- 1.22AM			12.45	2,460	3.3	2,090	2.8	19	2.9				2.8*	16*	2.7
				1.00						2.7						2.5
				1.15										2.5*	19*	2.6
CBS	9.00-11.19PM		NETWORK(S)	11.00	FOR RTGS SEE PAGE	A-6				16.6						
				11.15						14.6						
NBC	8.15-11.20PM		WORLD SERIES GAME #2(S)	11.00							FOR RTGS SEE PAGE	A-7				37.2
				11.15										36.2*	61*	33.4

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1											WEEK 2										
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR					
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %						
EVENING THURSDAY																					
	ABC	11.30-12.35AM	STARSKY AND HUTCH-11:30	11.30	5,660	7.6	3,650	4.9	19	5.9	7,900	10.6	5,740	7.7	29	8.3					
		11.30-12.37AM		11.45				5.3*	18*	4.8				8.3*	27*	8.3					
				12.00						4.5						8.0					
				12.15				4.6*	20*	4.6				7.7*	32*	7.4					
				12.30						4.3						5.6					
	ABC	12.35- 1.08AM	SWAT-THUR	12.30	3,050	4.1	2,380	3.2	20	3.7	4,020	5.4	3,280	4.4	28	5.1					
		12.37- 1.26AM		12.45				3.3*	20*	3.1				4.8*	28*	4.6					
				1.00						2.9						4.0					
				1.15										4.0*	28*	4.0					
EVENING FRIDAY																					
	ABC	8.00- 8.12PM	NAT'L LEAGUE CHAMP PRE 3(S)	8.00	10,060	13.5	10,280	13.8	28	13.8											
	ABC	11.30-12.00MD	PAPAL SELECTION(S)	11.30							5,140	6.9	4,170	5.6	15	5.9					
				11.45												5.3					
	ABC	11.30-12.34AM	BARETTA-11:30PM	11.30	6,180	8.3	4,100	5.5	17	6.4											
		12.00- 1.04AM		11.45				6.1*	17*	5.8											
				12.00						5.3	4,250	5.7	2,910	3.9	15	4.1					
				12.15				5.1*	17*	4.9				3.9*	13*	3.7					
															</						

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SATURDAY CONT'D																	
	NBC	11.30-12.53AM	SATURDAY NIGHT-CONT'D	12.15	2,890	8.0	2,880	12.8*	39*	12.4				12.4*	39*	12.3	
				12.30						11.1						10.5	
				12.45						10.5				10.2*	38*	9.6	
EVENING SUNDAY																	
	ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.	8.45	15,790	21.2	15,790	21.2	32	21.2	13,860	18.6	13,860	18.6	27	18.6	
	CBS	7.04- 8.04PM	60 MINUTES	8.00	FOR RTGS SEE PAGE A-14					22.1	FOR RTGS SEE PAGE A-15					18.2	
		7.10- 8.10PM															
	CBS	8.04- 9.04PM	MARY	9.00	FOR RTGS SEE PAGE A-14					20.5							
	CBS	9.04- 9.34PM	ALL IN THE FAMILY	8.30							FOR RTGS SEE PAGE A-15					17.4	
		8.10- 8.40PM		9.30	FOR RTGS SEE PAGE A-14					22.4							
	CBS	9.34-10.04PM	ALICE	9.00							FOR RTGS SEE PAGE A-15					20.4	
	NBC	8.40- 9.10PM	MONTE CARLO	10.00	FOR RTGS SEE PAGE A-14					24.6							
	CBS	9.02- 9.03PM	NEWSBREAK-SUN.	9.00	14,300	19.2	14,300	19.2	28	19.2	12,960	17.4	12,960	17.4	25	17.4	
		9.09- 9.10PM															
	CBS	9.10-10.10PM	DALLAS(S)	10.00							FOR RTGS SEE PAGE A-15					16.3	
	CBS	10.04-11.04PM	KAZ	11.00	FOR RTGS SEE PAGE A-14					19.1	FOR RTGS SEE PAGE A-15					18.0	
		10.10-11.10PM															
	NBC	9.03- 9.04PM	NBC NEWS UPDATE-SUN.	9.00	16,460	22.1	16,460	22.1	33	22.1							
	NBC	11.30- 1.24AM	NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16					3.2*	17*	3.2	FOR RTGS SEE PAGE A-17		2.4*	13*	2.2
		12.00- 2.17AM		1.00						3.3						2.0	
				1.15						3.1						1.9	
				1.30												1.9	
				1.45												1.7	
				2.00												1.1	
				2.15												0.3*	
EVENING MONDAY-FRIDAY																	
	ABC	8.14- 8.15PM	ABC NEWSBRIEF-M-F	8.00	12,960	17.4	12,960	17.4	31	14.0							
		9.58- 9.59PM		8.45						19.0	12,370	16.6	12,370	16.6	25	13.9	
				9.45						25.8						18.4	
	CBS	8.58- 8.59PM	NEWSBREAK-M-F	8.45	11,700	15.7	11,700	15.7	25	16.2	10,880	14.6	10,880	14.6	22	12.5	
				9.15												23.0	
				9.45						13.7							
	CBS	12.42- 1.21AM	LATE MOVIE II	12.00	4,620	6.2	3,730	5.0	31	7.0	3,800	5.1	3,050	4.1	25	5.1	
		12.43- 1.26AM		12.15						6.3						4.5	
				12.30						5.8						4.6	
				12.45						5.3						4.2	
CONT'D																	

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U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1					WEEK 2					
TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY CONT'D										
CBS	12.42-	1.21AM LATE MOVIE II-CONT'D	1.00	17,100	19.1	17,100	19.1	4.7	17,100	19.1
			1.15					4.5		
			1.30	15,800	11.4	15,800	11.4	3.8	15,800	11.4
			1.45							
NBC	8.58-	8.59PM NBC NEWS UPDATE-M-F	8.00	15,700	21.2	15,700	21.2		13,930	18.7
			8.15						13,930	18.7
			8.45	12,670	17.0	12,670	17.0	27	17.0	
			1.00							
			1.15							
			1.45							
NBC	11.30-	12.47AM TONIGHT SHOW	1.00							
			1.15							
			1.45							
NBC	1.00-	1.45AM TOMORROW SHOW	1.00							
			1.15							
			1.45							
NBC	11.30-	1.51AM NBC TALK NIGHT MONDAY	12.00							
			2.15							
DAY MONDAY-FRIDAY										
ABC	2.00-	2.14PM NAT'L LEAGUE CHAMP PRE 2(S)	2.00	4,990	6.7	4,920	6.6	27	6.6	
ABC	2.14-	4.42PM NAT'L LEAGUE CHAMP GM 2(S)	2.00	14,380	19.3	7,450	10.0	35	6.3	
			2.15						6.6	
			2.30							
			2.45							
			3.00							
			3.15							
			3.30							
			3.45							
			4.00							
			4.15							
			4.30							
ABC	2.30-	5.45PM AMER. LEAGUE PLAYOFF GAME(S)	2.30	20,930	28.1	10,060	13.5	39	8.6	
			2.45						9.4	
			3.00						10.4	
			3.15						10.7	
			3.30						11.5	
			3.45						11.5	
			4.00						12.8	
			4.15						13.9	
			4.30						15.9	
			4.45						16.6	
			5.00						18.0	
			5.15						19.5	
			5.30						16.4	
ABC	3.00-	3.14PM AMER. LEAGUE CHAMP PRE 2(S)	3.00	6,560	8.8	6,480	8.7	30	8.7	
ABC	3.00-	3.14PM AMER. LEAGUE CHAMP PRE 3(S)	3.00	6,410	8.6	6,180	8.3	31	8.3	
ABC	3.14-	6.20PM AMER. LEAGUE CHAMP GM 2(S)	3.00	20,340	27.3	10,430	14.0	38	8.3	
			3.15						8.5	
			3.30						9.6	
			3.45						10.4	
			4.00						11.9	
			4.15						12.5	

CONT'D

OTHER PROGRAMS																	
					WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	
DAY MONDAY-FRIDAY CONT'D																	
ABC		3.14-	6.20PM AMER. LEAGUE CHAMP GM 2-CONT'D	4.30						13.3							
				4.45						14.1							
				5.00					13.7*	37*							
				5.15						15.4							
				5.30					15.9*	40*							
				5.45						16.4							
				6.00					18.1*	43*							
				6.15						17.7							
									18.5								
									19.2								
									17.9								
ABC		3.14-	5.51PM AMER. LEAGUE CHAMP GM 3(S)	FRI. 3.00	18,550	24.9	10,280	13.8	41	9.0							
				3.15						9.4							
				3.30						10.5							
				3.45					10.9*	37*							
				4.00						11.3							
				4.15						12.8							
				4.30					13.0*	41*							
				4.45						13.2							
				5.00					14.5*	42*							
				5.15						14.8							
				5.30					16.0*	45*							
				5.45						15.6							
									18.1*	45*							
										17.7							
ABC		2.00-	2.30PM EDGE OF NIGHT	MON. 2.00						4.6							
ABC		4.30-	5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED. 2.15						4.8							
				4.30							7,820	10.5	5,070	6.8	22	6.8	
				4.45										6.5*	23*	6.1	
				5.00												7.1	
				5.15												7.3	
ABC		6.30-	6.51PM ABC WORLD NEWS-WED(B)	WED. 6.30	4,840	6.5	4,400	5.9	13	6.0							
				6.45						5.6							
CBS		10.30-	11.30AM MAGAZINE(S)	MON. 10.30	5,290	7.1	3,050	4.1	22	4.1							
				10.45						4.0*	22*						
				11.00						3.8							
				11.15						4.2							
CBS		11.54-	12.00NN CBS MID-DAY NEWS-EDWARDS	MTUTHF 11.45	4,620	6.2	4,020	5.4	27	5.4	4,470	6.0	4,100	5.5	28	5.5	
NBC		1.00-	1.30PM HOLLYWOOD SQUARES(B)	TUE. 1.00													
				1.15							1,190	1.6	820	1.1	5	1.1	
DAY SATURDAY																	
ABC		8.26-	8.29AM SCHOOLHOUSE ROCK-8.26AM		3,950	5.3	3,870	5.2	37	5.2	2,980	4.0	2,760	3.7	26	3.7	
ABC		8.56-	8.59AM SCHOOLHOUSE ROCK-8.56AM		4,990	6.7	4,620	6.2	32	6.2	4,690	6.3	4,400	5.9	32	5.9	
ABC		9.56-	9.59AM SCHOOLHOUSE ROCK-9.56AM		4,690	6.3	4,400	5.9	24	5.9	5,220	7.0	4,770	6.4	26	6.4	
ABC		11.26-	11.29AM SCHOOLHOUSE ROCK-11.26AM		6,260	8.4	6,110	8.2	30	8.2	5,290	7.1	5,140	6.9	23	6.9	
ABC		11.56-	11.59AM SCHOOLHOUSE ROCK-11.56AM		3,650	4.9	3,500	4.7	21	4.7	5,070	6.8	4,770	6.4	26	6.4	
ABC		12.30-	12.58PM NCAA FOOTBALL PRE GAME	12.45	FOR RTGS SEE PAGE A-26												
ABC		12.58-	4.09PM NCAA FOOTBALL GAME	3.45													
CONT'D											FOR RTGS SEE PAGE A-27						4.8
-45 U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE 1																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
DAY SATURDAY CONT'D																
ABC	12.58-	4.09PM	NCAA FOOTBALL GAME-CONT'D	4.00	FOR RTGS SEE PAGE A-26					16.8						
ABC	4.09-	4.18PM	NAT'L LEAGUE CHAMP PRE 4(S)	4.15	FOR RTGS SEE PAGE A-28					17.3						
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	4,250	5.7	4,100	5.5	37	5.5	4,170	5.6	3,730	5.0	34	5.0
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	5,960	8.0	5,440	7.3	38	7.3	5,440	7.3	4,840	6.5	34	6.5
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	6,710	9.0	6,410	8.6	38	8.6	6,780	9.1	6,330	8.5	38	8.5
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM	9.45	9,090	12.2	8,720	11.7	47	11.7	8,200	11.0	7,670	10.3	42	10.2
				10.00						11.6						10.3
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	8,570	11.5	7,820	10.5	41	10.5	8,270	11.1	7,600	10.2	39	10.2
CBS	11.33-	11.36AM	IN THE NEWS-11.33AM	11.30	7,150	9.6	6,930	9.3	36	9.3	7,970	10.7	7,670	10.3	37	10.3
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	6,560	8.8	6,260	8.4	33	8.4	7,000	9.4	6,330	8.5	31	8.5
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	4,690	6.3	4,400	5.9	23	5.9	5,220	7.0	4,840	6.5	23	6.5
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	5,220	7.0	4,770	6.4	24	6.4	5,890	7.9	5,440	7.3	25	7.3
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	3,580	4.8	3,350	4.5	16	4.5	3,870	5.2	3,730	5.0	17	5.0
NBC	9.27-	9.29AM	METRIC MARVELS- 9:27AM	9.15	3,280	4.4	3,200	4.3	19	4.3	2,610	3.5	2,460	3.3	15	3.3
NBC	10.27-	10.29AM	METRIC MARVELS-10:27AM	10.15	5,440	7.3	5,290	7.1	29	7.1	3,730	5.0	3,730	5.0	20	5.0
NBC	11.57-	11.59AM	METRIC MARVELS-11:57AM	11.45	4,620	6.2	4,400	5.9	23	5.9	4,620	6.2	4,320	5.8	21	5.8
NBC	3.00-	3.17PM	WORLD SERIES PRE #4(S)	3.15							FOR RTGS SEE PAGE A-29					12.8
DAY SUNDAY																
ABC	10.04-	10.07AM	PAPAL SELECTION SPEC. I(S)	10.00												
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	1,940	2.6	1,640	2.2	9	2.2	1,190	1.6	1,190	1.6	10	1.6
ABC	1.36-	1.40PM	PAPAL SELECTION SPEC. II(S)	1.30							2,910	3.9	2,610	3.5	15	3.5
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM-SUN.	9.15	1,560	2.1	1,420	1.9	12	1.9	1,190	1.6	1,040	1.4	4	1.4
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM-SUN.	9.45	1,860	2.5	1,790	2.4	13	2.4	1,940	2.6	1,860	2.5	19	2.5
CBS	4.00-	7.04PM	CBS NFL FOOTBALL GAME 2	7.00	FOR RTGS SEE PAGE A-34					17.6	FOR RTGS SEE PAGE A-35					8.0
	4.00-	7.10PM														
NBC	1.00-	4.19PM	NFL FOOTBALL GAME 1-NBC	4.15							FOR RTGS SEE PAGE A-33					19.6
NBC	4.19-	7.42PM	WORLD SERIES GAME #5(S)	7.30							FOR RTGS SEE PAGE A-35					33.3

A-47

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)



BULLETIN

October 27, 1978

THE PRESIDENT'S OCTOBER 10 PRESS CONFERENCE

President Jimmy Carter held a nationally tele-vised press conference on Tuesday, October 10, 1978, at 4:00-4:30PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	21.2	15.8
Average Audience		
Households	17.9	13.3
Total Persons *	8.0	16.5
Total Women	11.4	8.9
18-49	7.4	3.6
Total Men	5.2	3.7
18-49	3.4	1.6
Total Teens	8.0	1.9
Total Children *	5.9	2.0

*Excluding children under 2 years of age.



BULLETIN

October 27, 1978

POPE JOHN PAUL I'S FUNERAL MASS

On Wednesday, October 4, 1978, the second papal funeral mass in less than two months was held in St. Peter's Square, Rome.

As millions watched on television, Pope John Paul I was laid to rest. The service was carried by the three national television networks at 11:00AM - 1:00PM NY Time. NTI estimates of the audience reached by their combined facilities are as follows:

HOUSEHOLDS

	<u>Percent</u>	<u>Millions</u>
Total Duration		
Total Audience	24.8	18.5
Average Audience	12.8	9.5
By Half-Hour (Avg. Aud.)		
11:00AM-11:30AM	11.0	8.2
11:30AM-12:00NN	12.3	9.2
12:00NN-12:30PM	13.6	10.1
12:30PM-1:00PM	14.3	10.7



CORRECTION NOTICE

October 27, 1978

NIELSEN NATIONAL TV RATINGS REPORT Second Report For September, 1978 (Two Weeks Ending October 1, 1978)

The Estimated Persons in TV Households on Page 79 of the above report were shown in error for the following categories. Data effects this table only, all other data are correct as reported.

	<u>Shown As</u>	<u>Should Be</u>
Teens (12-17)		
Total	2409	2384
Female	1185	1173
Children (2-11)		
Total	3307	3266
6-11	2089	2065



CORRECTION NOTICE

October 27, 1978

NIELSEN NATIONAL TV RATINGS REPORT Second Report For September, 1978 (Two Weeks Ending October 1, 1978)

Season average data for NBC NFL Football Game 2 was incorrectly reported in the Program Audience Estimates (Alphabetic).

As a convenience to subscribers, complete data for this program are shown below:

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM AUDIENCE ESTIMATES (Alphabetic)														AUDIENCE COMPOSITION																	
PROGRAM NAME WK DAY START TIME DUR NET TYPE (PG. 43) WEEKEND DAYTIME NFL FOOTBALL GAME 2-NBC 1 2 SUN. 4.19P 185 NBC SE 4.30 - 5.00 5.00 - 5.30 5.30 - 6.00 6.00 - 6.30 6.30 - 7.00 7.00 - 7.30														NO. STATIONS & PROG. COVG.		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
														K E Y	NO. OF T/C THIS SEASON	NO. STATIONS & PROG. COVG.	W1	W2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS **	LADY OF HOUSE	WORKING WOMEN	WOMEN (BY AGE)					MEN (BY AGE)		
WK	DAY	START TIME	DUR	NET	TYPE	W1	W2	K E Y	NO. OF T/C THIS SEASON	NO. STATIONS & PROG. COVG.	W1	W2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS **	LADY OF HOUSE	WORKING WOMEN	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEMALE	TOTAL 6-11

NAC